American Furrier and Sol Vogel

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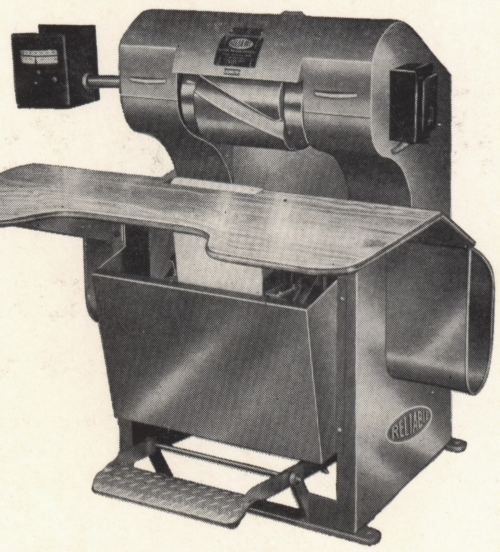
"RELIABLE JUNIOR"

FUR ELECTRIFYING & REJUVENATING MACHINE

The Junior offers these money making features:

1. Electrifies and rejuvenates all furs, such as beaver, mouton, nutria, sheared raccoon, mink, seal in 10 minutes.
2. Eliminates all time consuming, tedious hand labor.
3. No skilled labor required.
4. Will pay for itself in one season.



Model 25 — **$1495.00** A.C.

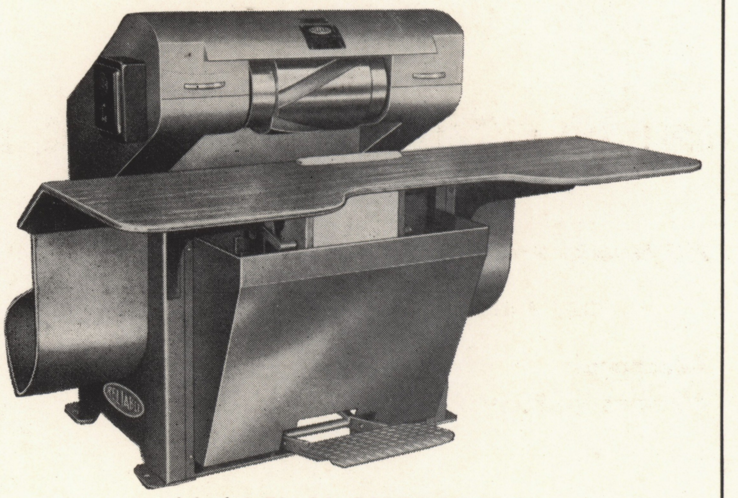
U.S. Pat. Nos. 2,477,448, 2,633,731. Canadian Pat. No. 490,826.

For the furrier who electrifies upwards of 1500 Garments per season, RELIABLE offers:

2 Types of MASS-PRODUCTION Electrifying & Rejuvenating Machines:

Reliable Model EL-20 (Not Illustrated) **$2100.00** A.C.
Reliable Model EL-30 (Illustrated) ......**$2200.00** A.C.
(formerly Furtex #451-B)

- Either of the above 2 models enables you to surpass your competitors both in quality and production time.
- All types of Fur Garments electrified in 6 minutes or less.

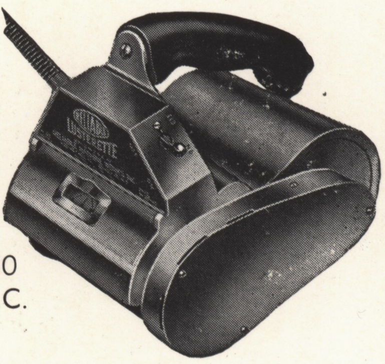


Model EL-30 **$2200.00** A.C.

For the furrier who handles up to 300 Garments per season, our LUSTERETTE "The Mighty Midget" Portable is a must for Electrifying & Rejuvenating Fur Garments; as well as touching up stock coats, and those which get creased in shipment.

- Just plug in and use; no overhead trolleys, tracks or shafts needed.
- Can be used in any position.
- Weights only 7 lbs.

U.S. Patent No. 2,560,946.



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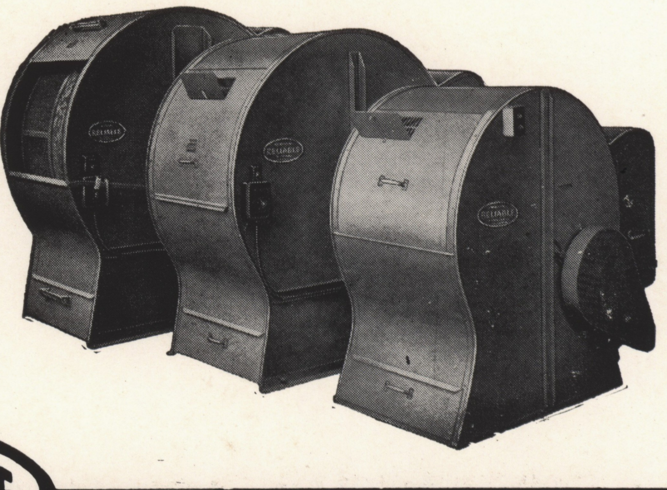
- Excellent for softening offboard as well as new garments.
- Equipped with filtered Air Suction system.
- Safe . . . no damage to pelts or removal of protective oils.

Model No.	*Coat Capacity*
DeLuxe #1	12 per hour
DeLuxe #2	8 per hour
DeLuxe #3	4 per hour
Jr. Comb.	2-3 per hour



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1955

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Light, Short and Slim Spotlights fur fashions '56

It's Fur, for every woman this year, with a tantalizing range of styles and colors, pelts and fabrics to choose from in both coats and accessories.

* * *

In the style department, the newest of designs incorporates a blend of line and curve with the silhouette pared to a sylph-like slenderness. From shoulder to hem the line is straight, fluid, uncluttered and unbroken. Sleeves are also die-straight. The curve and fullness are in the collar — cut wide as a cape and molded to circle high in a luxurious portrait effect.

* * *

Good news for those who are cloth-conscious, but do like a bit of fur now and then. Couturiers tell us that fur collars and trim are again setting the style in shades to blend for contrast with the basic coat color.

* * *

Growing in popularity to rival their full-length sisters are the "little furs" — capes, jackets and boleros. Favorites in this class are the long-line box jacket, 25 to 26 inches, and the waist-length bolero, gently molded to the midriff. Both are fashioned in supple simple lines equally appropriate for narrow tweed skirts or bouffant evening gowns.

* * *

Light and pastel are the tones in today's fur picture. Mistiest shades of gold, brown and gray are catching the eye of those plotting a change in this year's coat and accessory wardrobe.

◆

ON OUR COVER
Broadtail—Ermine Collar
Photo: courtesy—Rivella di Torino

November, 1955

TO THE EDITOR:

This is to follow up our telephone conversation this morning in which you asked me to write you a few lines with reference to the prospective International Fur Fair proposed for New York City.

Generally speaking, I would say that the Fur trade needs every bit of advertising that it can possibly get in order to stay alive. If you magnified all the Fur trade advertising through all sources by one-hundred, it is my humble belief that it would not match up with the amount spent by the automobile and home appliance industries, which, by the power of their advertising, have literally taken the fur coat off the average American woman's back.

However, there is no use holding an International Fur Fair if it is going to be a flop. I, therefore, quite heartily agree with you that it should be a professional undertaking, handled by people who specialize in that type of exhibition. Secondly, it is no good unless all segments of the fur trade are prepared to get enthusiastically behind it. That will mean letting the moths out of their purses. It will mean the contribution of ideas at mass meetings in connection with the organization of the Fair and it will mean that they should leave their office boys to run their own business and be in personal attendance at the Fair. There is no substitute for team-work and self-sacrifice.

There is one strike that we have against us which, at present, looks impossible to overcome. A very large chunk of fur are today forbidden entry into our creative portals. I have no gravitational pull towards the Communist countries, but I do feel that as far as New York is concerned a great deal of the International aspects of such a Fur Fair is just plain dead before it is born. The Fair cannot be truly International in its wider sense, nor can it attain a full realization of the interest that would center in a genuine spate of furs and fur creations from all over the world. Perhaps that could be overcome by getting special permission to import for the exhibition only the missing segments.

I think the Fur Trade has been missing a bet in not playing up more the romance and early history of the Fur Industry. While it is certainly true that exhibits of this kind would have relatively little effect on a woman's concrete decision as to whether to buy a clothes dryer or a water repellent fur coat, a lot of romance frequently goes with the giving of a fur coat and a constant aura of pleasant reminiscence would need to keep the idea of furs in front of the feminine voter. May she continue to vote for the fur trade and furs.

Sincerely,

AARON SCHOEN, President

ISAAC SCHOEN & SONS, INC.

New Fur and Fabric Cleaner

Fur Frost
Fur Frost
For cleaning and lusterizing fine furs; also to moth-proof for home storage.
fine furs; also to moth

Something new in the fur trade, an inexpensive preparation for home use called Fur Frost which cleans, lusterizes, and moth-proofs furs, supplementing but not challenging commercial processes.

J. D. Silberman, developer of the product, revealed that Fur Frost is now stocked by most department stores in the country. Tests in such stores as Nieman-Marcus in Dallas and G. Fox & Co. in Hartford proved that sale of Fur Frost did not reduce conventional fur cleaning and storage business, but provided entree to a vast new market consisting of women who never cleaned their furs at all. Introduction of Fur Frost is especially timely because of the emphasis this season on light-colored furs which soil easily.

"It is astonishing," said Mr. Silberman, a leader in the fur industry for 40 years, "That only 12 per cent of women with fur garments send them to professional cleaners and cold storage houses. Slightly more than one-third of all fur coats receive proper care. But hardly any fur stoles, scarves, hats muffs, and fur-trimmed garments ever see the inside of a cleaner's establishment.

"As a result, moths chew up millions of dollars worth of furs each year. Dirt, grease, and grit shorten the life of other furs and impair their beauty immeasurably.

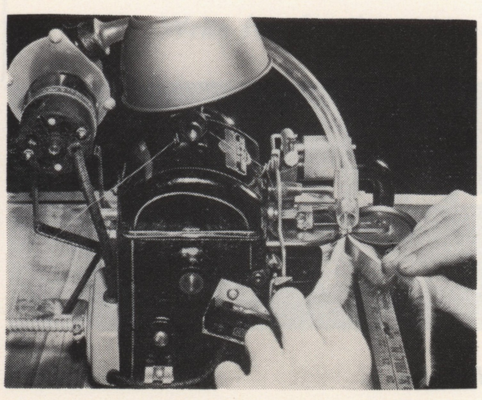
Newest of more than 100 aerosol-dispensed products, Fur Frost, comes in a 12-ounce container retailing for $4.95. Contents will clean a full-length (47 inch) coat four or five times.

Fur Frost is non-inflammable, non-toxic, and safe for the most perishable sable. A $100,000 insurance policy provides protection against liability and damage claims. The product was approved after extensive testing by several leading independent laboratories.

It took six years of intensive development work to produce Fur Frost, Mr. Silberman revealed. We don't expect to sell Fur Frost to the woman with a $5,000 coat, she will send out her garment in the usual way, no matter how costly it is. And she won't bother to clean her coat at home, no matter how simple it is.

We are selling Fur Frost to the woman with a fur neck piece who wears it all year, who therefore doesn't store it, and may not want to part with it long enough to have it cleaned commercially.

New Fur Machine Attachment



At last the fur industry has been presented with an invention that will ease the tenseness that prevails when sewing on let-out furs. The Olday attachment is designed specifically for use on soft haired furs such as mink, muskrat, beaver and raccoon. The new unit is a seam control guide that is attached to the conventional fur sewing machine. When lowered into position, the guide takes the place of the worker's thumb in the sewing operation. It guides the fur pieces in a uniform manner, making a clean seam, blowing the hair down and thus resulting in a much better garment both on the fur and leather side.

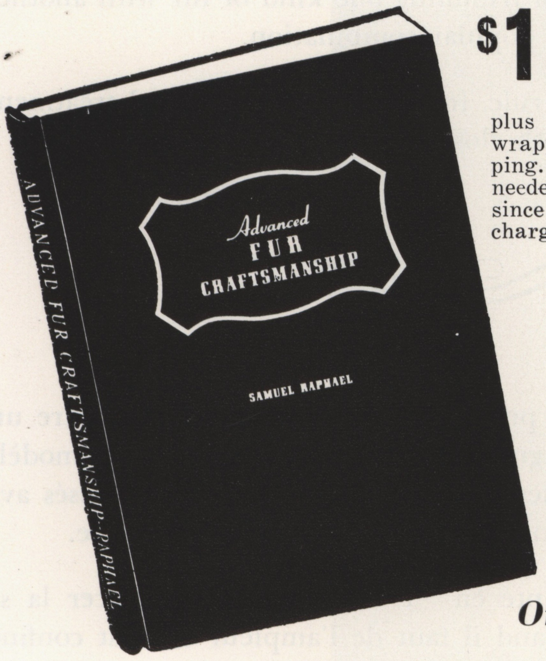
The Olday attachment offers many advantages as there is less needle breakage and even a #22 needle and #140 cotton can be used. A more uniform and flat seam does not allow any hair to be caught in the seams and leaves few if any holes to be resewn and does not permit the hair to drum through on the leather side prevails when utilizing this attachment.

The attachment can be used by any operator with great ease and simplicity, thus avoiding both eyestrain and tension on the operator. It gives aid to all operators by relieving them of guiding the two pieces of fur into the discs. It completely eliminates pushing the hair down with the thumb thereby greatly improving all seams.

The machine can be operated at full speed when the guide is in position, and it can also be used as a conventional machine by leaving the guide in a raised position. A very important feature of this attachment is the automatic adjustment for thick or thin leather, heavier seams at the head and thinner seams at the rump. The guide attachment can be put on any fur machine.

For any further information pertainng to this new attachment write to: OLDAY FUR MACHINE CORP., 416 Lackawanna Ave., Scranton, Penna.

Our gain is your gain!



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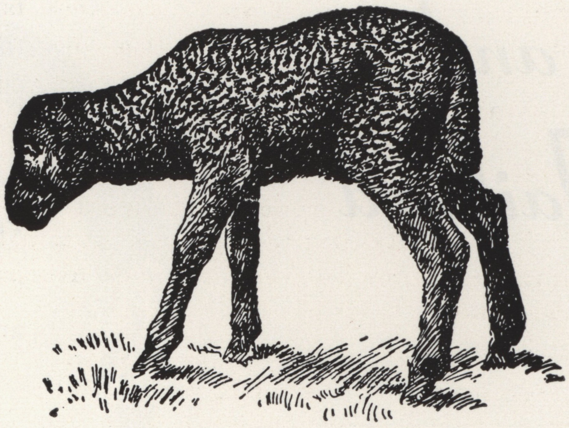

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Natural
Grey • Brown
Black dyed

in
- **Bundles**
- **Bales**
- **Grades**

and

mutation

MINK

in matched bundles

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Military and Tailored

A study of the designs in this issue reveals a surprising trend toward the military. Appearing in both short and full-length models, the double-breasted, tailored look with its notched revers and double rows of buttons is leading the field.

The T-shaped, tapering silhouette continues steadily replacing the wide, full flair. When fullness is used it is confined to the front, the back remaining slim and straight. Sleeves are considerably narrower than they have been and are mostly full-length or just short of it with cuffs of varying depths and complexity.

Partial belts, attached low at the back or sides, still continue in vogue, as does the practice of trimming one kind of fur with another. Persian with mink trim is a popular combination.

Generous collars are the rule, frequently given unusual treatments and buttons are used for both closures and ornamentation.

* * *

Militaire et tailleur

Une étude des modèles présentés dans ce numéro, démontre une étonnante tendance vers la ligne militaire. Egalement pour les modèles courts ou pleine longueur, les modèles tailleur à devants croisés avec revers crantés et doubles rangs de boutons, battent la marche.

La silhouette amenuisante en "T" continue à remplacer la silhouette ample à godets. Quand il faut de l'ampleur elle est confinée aux devants, les dos demeurant minces et droits. Les manches sont considérablement plus étroites qu'elles ne l'ont jamais été et pour la plupart, elles sont pleine longueur avec des poignets variant de profondeur et de complexité.

Des martingales, posées bas sur les cotés ou au dos, sont toujours en vogue de même que l'habitude d'orner une fourrure avec une autre. L'astracan de Perse orné de vison est une combinaison toujours populaire.

Les cols généreux sont à l'honneur, souvent on leur donne des formes inusitées et les boutons sont utilisés autant pour fermer le manteau pour l'orner.

December Auction Calendar

3	Oslo, Oslo Skinnauksjoner S/L	**Blue Foxes**
3	Edmonton, Edmonton Fur Auction Sales Ltd	**General**
5	Canada, Canada Mink Breeders (Hudson Bay Co.)	**Emba Mink and Majestic Dark Mink**
7	American Fur Auctions Inc.	**Minks**
7-8	Oslo, Oslo Skinnauksjoner S/L	**Mink—Standard and Mutation**
7	Winnepeg, at Royal Alexandria Hotel Dominion Fur Auction Sales Ltd.	**Emba and Majestic Dark Mink**
8	Quebec, Canadian Fur Auction Sales Ltd. for Canadian Mink Breeders	**Mink—Standard and Mutation Including Emba and Majestic Dark Mink**
9	Vancouver, Western Canadian Raw Fur Sales Ltd.	**Mink**
12	Minneapolis, N. Y. Auction Co.	**General**
12-13	Copenhagen	**Mink—Standard and Mutation**
15	Seattle, Seattle Fur Exchange	**Imperial Mink**
15	H B C Canada Mink Breeders	**Mink, Emba and Majestic Dark**
16	Edmonton, Edmonton Fur Auction Sales Ltd.	**General**
19	American Fur Auctions Inc.	**Mink**
19	CMB, Canadian Fur Auction Sales Co.	**Mink—Dark and Mutation**
20	Winnepeg, Dominion	**Emba Mink**
22	Regina, Saskatchewan Fur Marketing Service	**General**
22	Canada Mink Breeders, Western Canadian	**Mink, Emba Mutation and Majestic Dark**
23	Minneapolis, N. Y. Auction Co.	**General**
29	Vancouver, Western Canadian Raw Fur Auction Sales Ltd.	**Mink**

Royal pastel mink cape

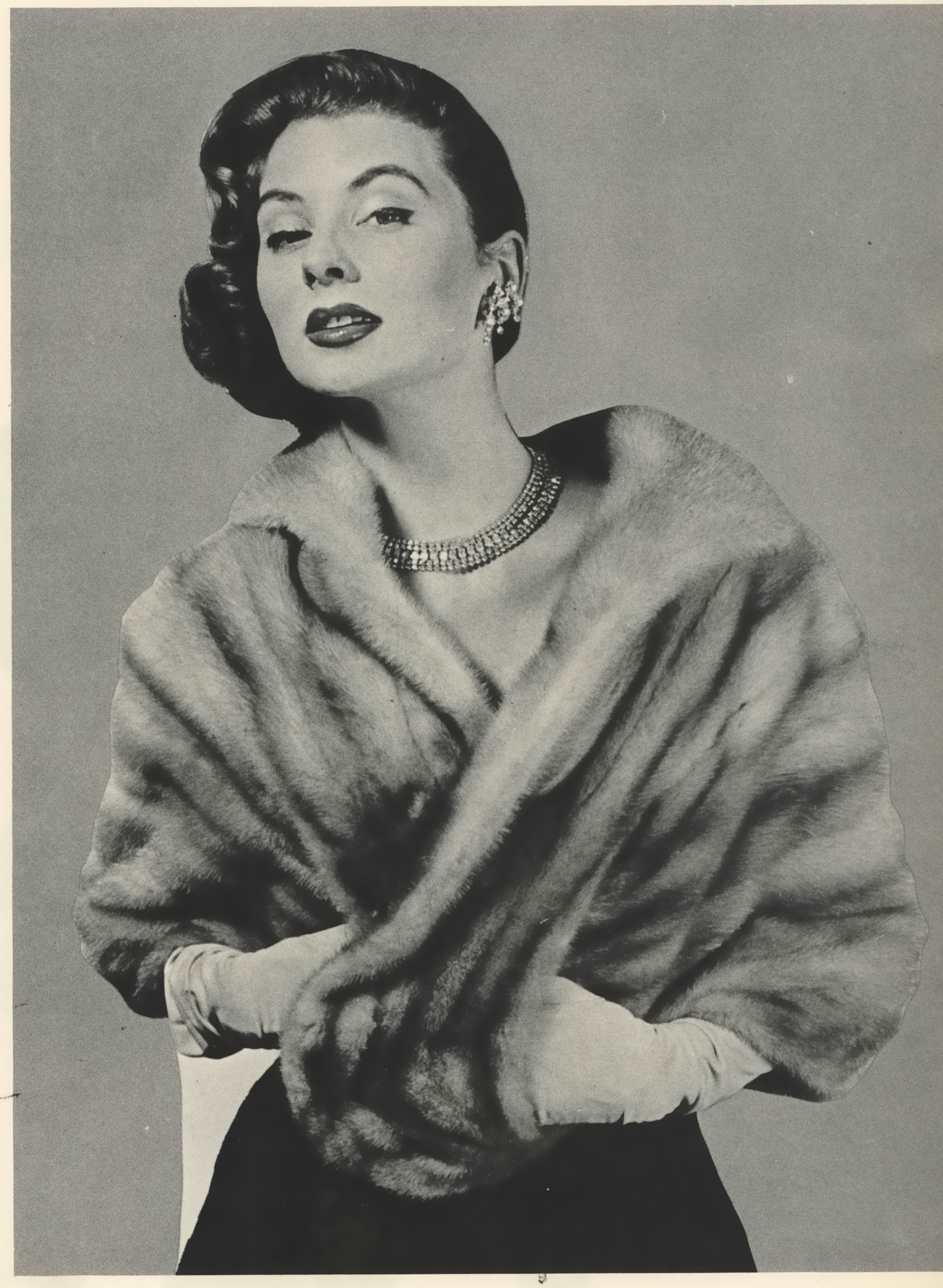

Photo: courtesy

Benedict Frenkel Studios, Inc.

Pearl fox scarf

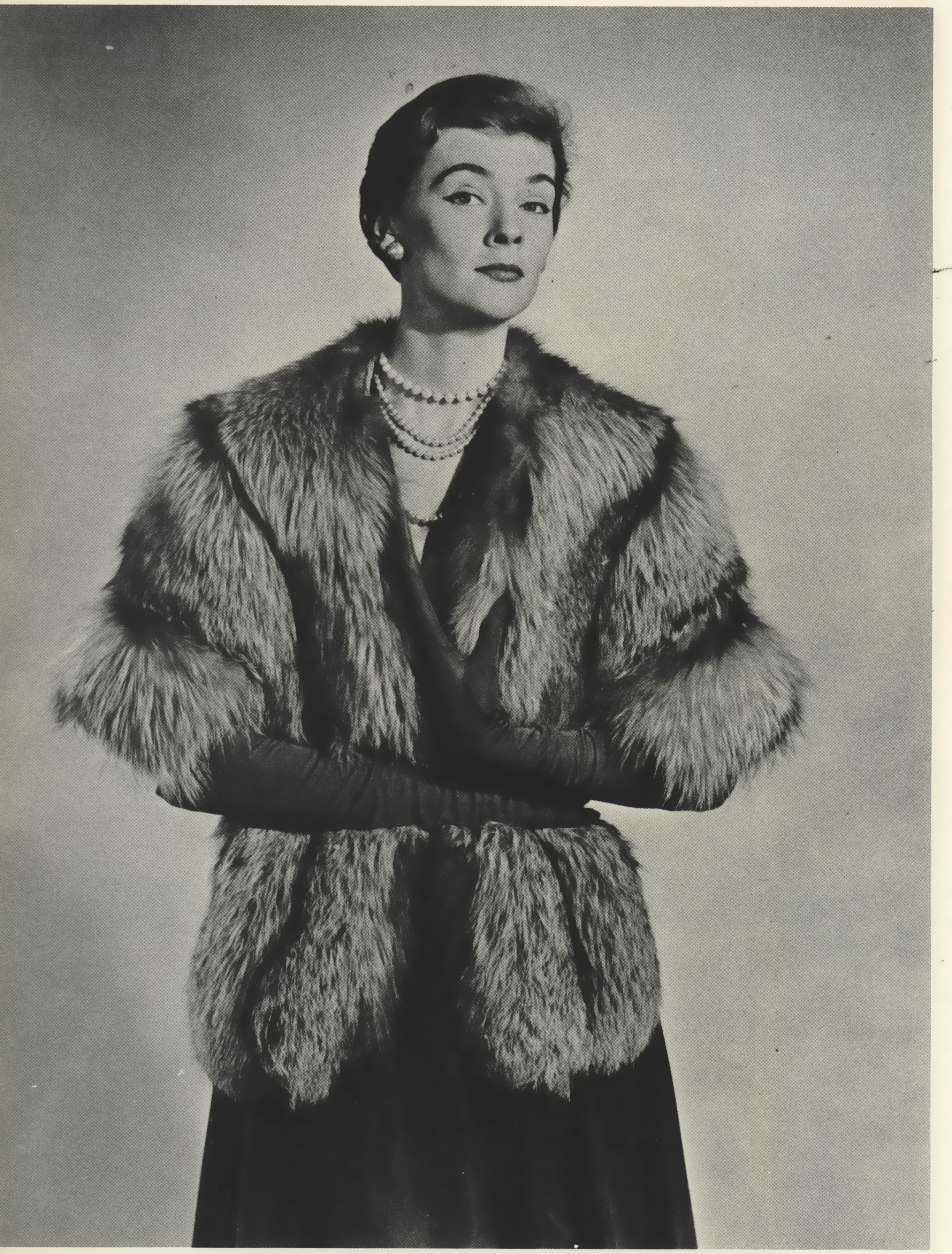

Photo: courtesy

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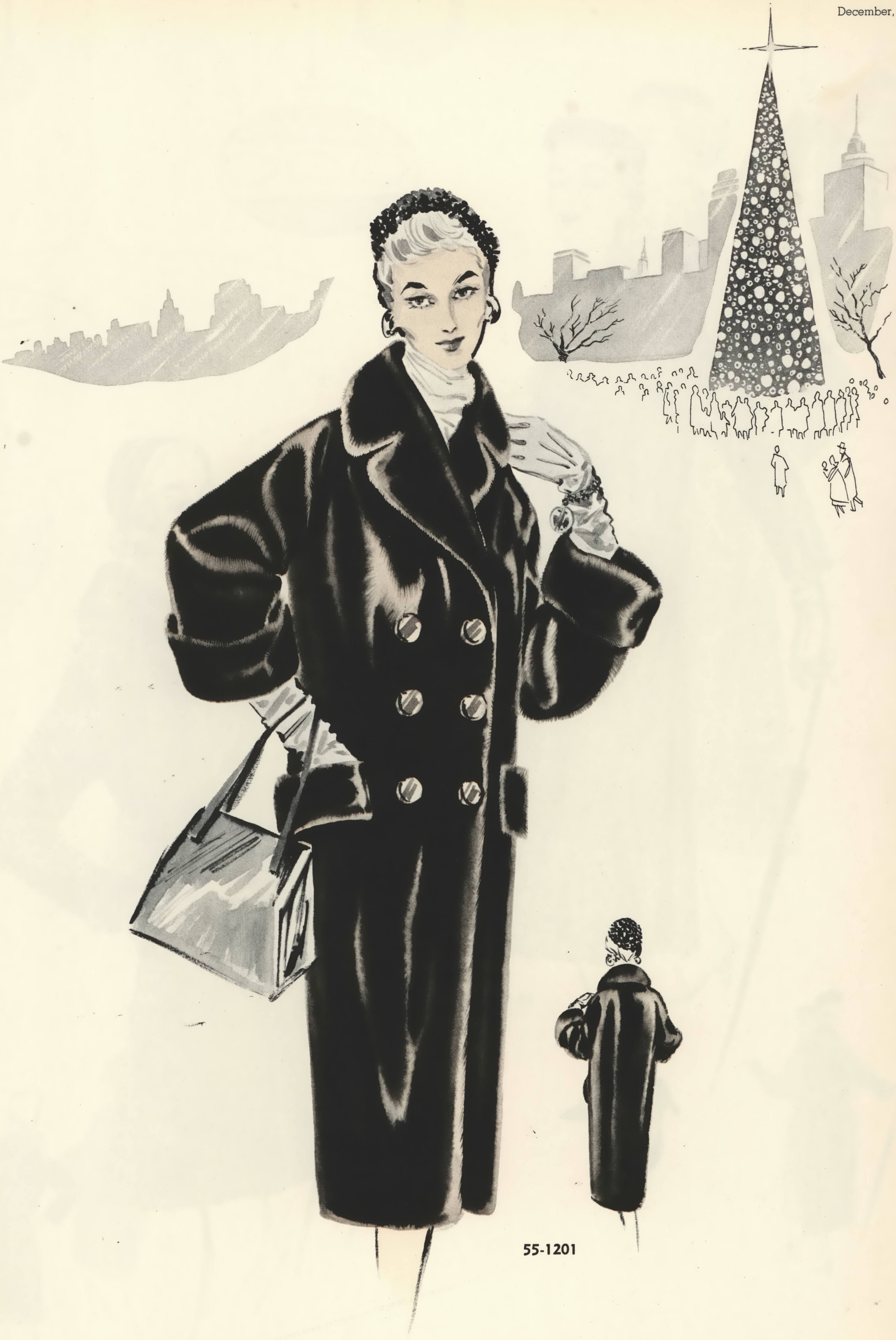

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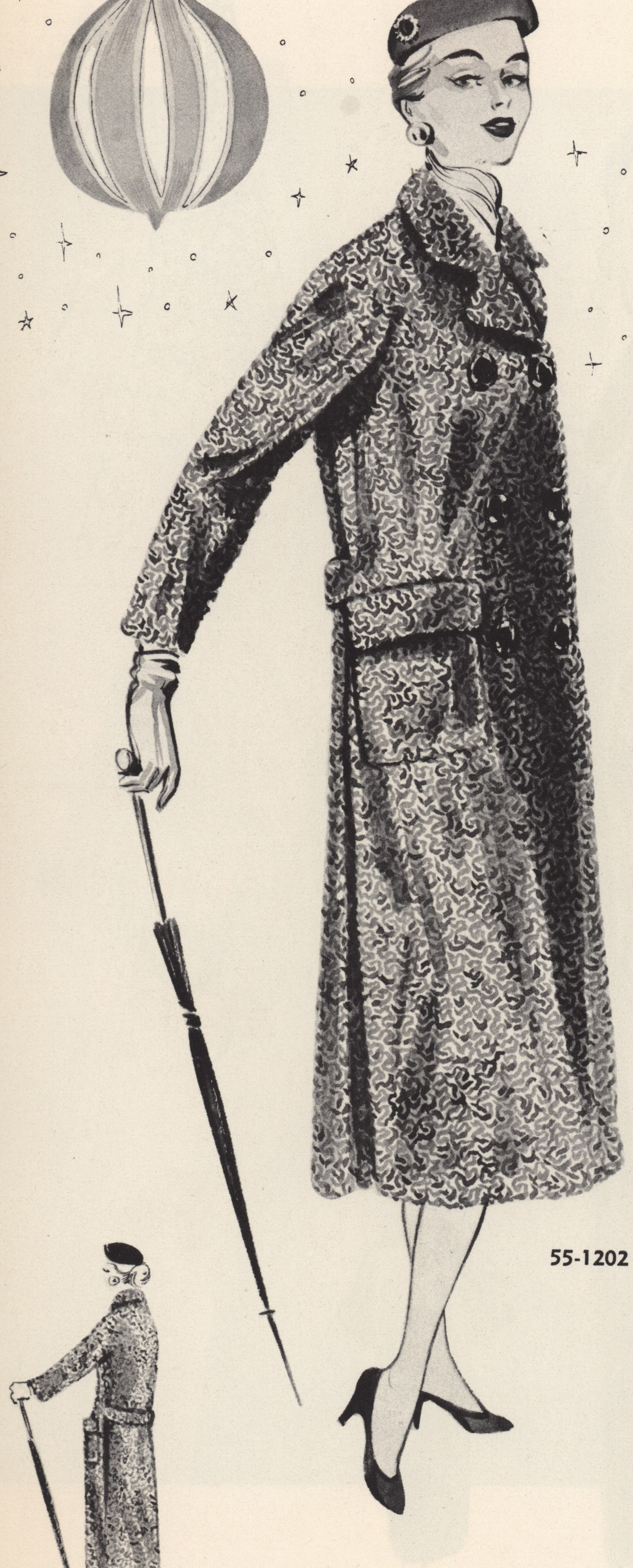

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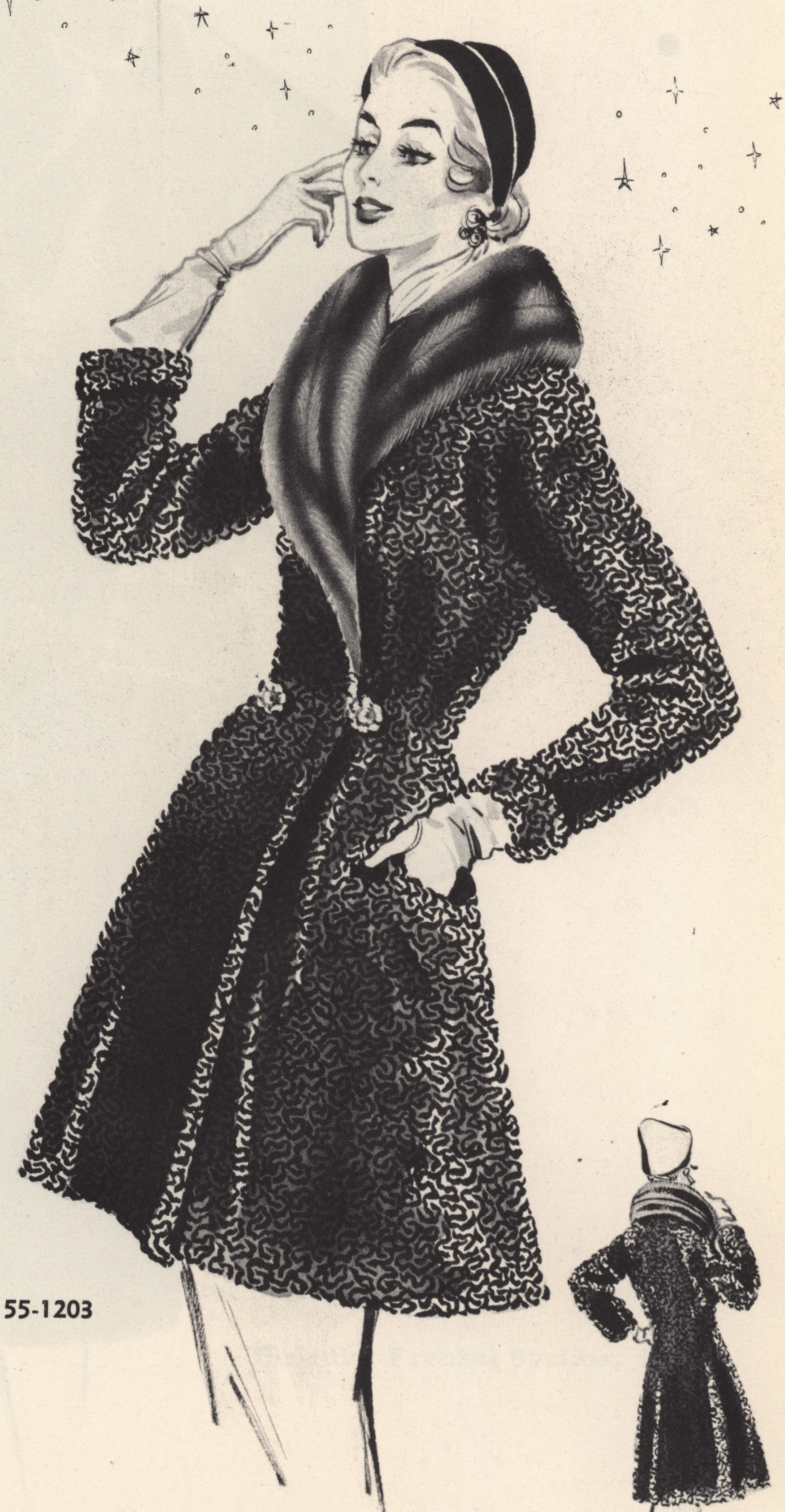

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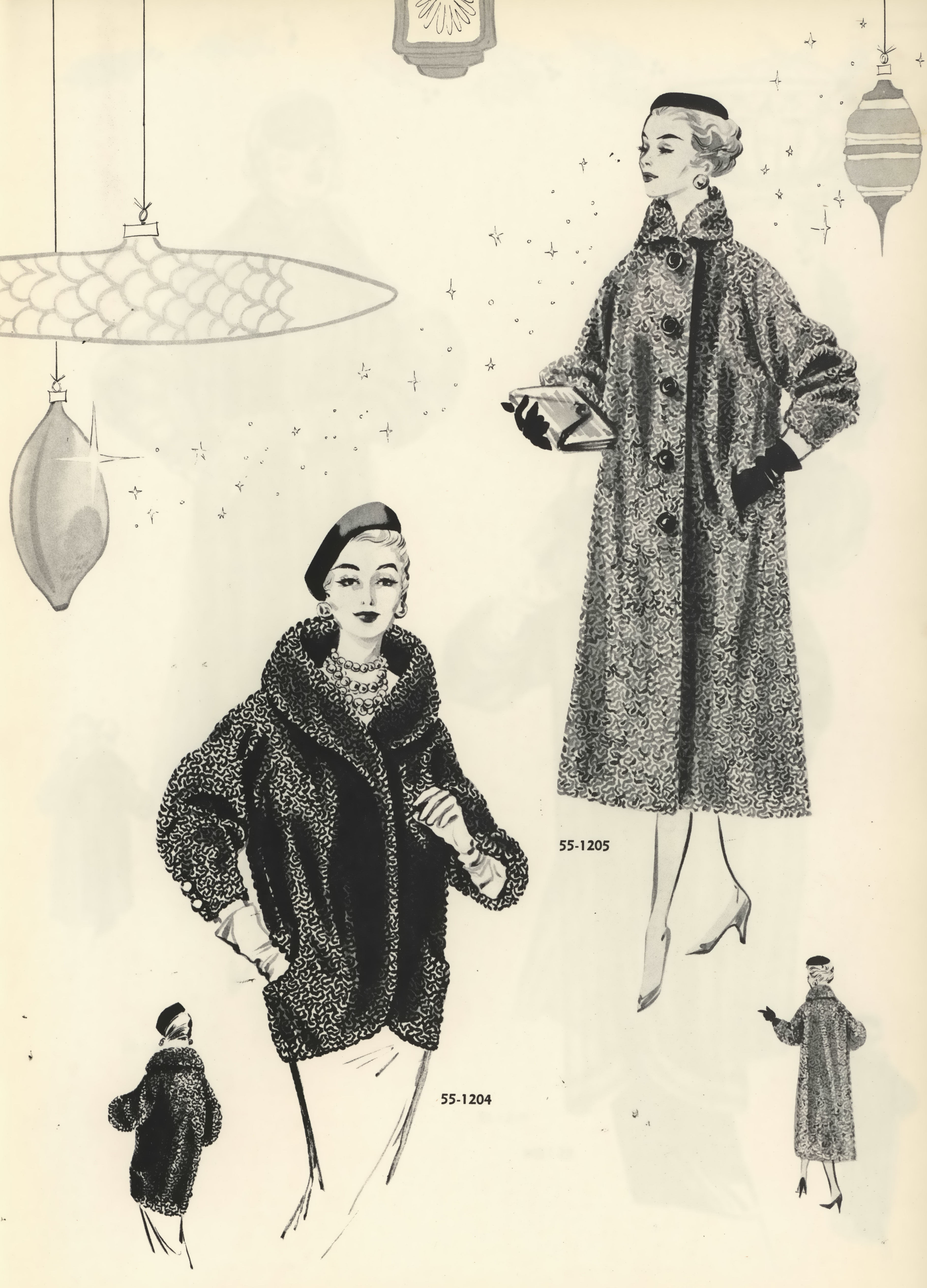

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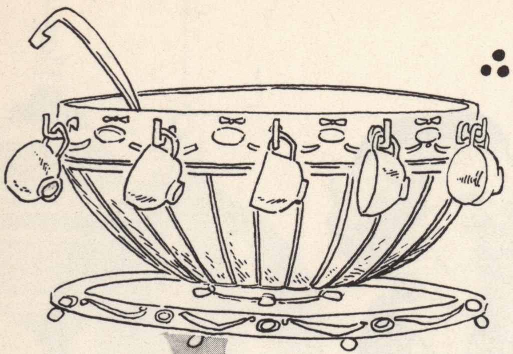

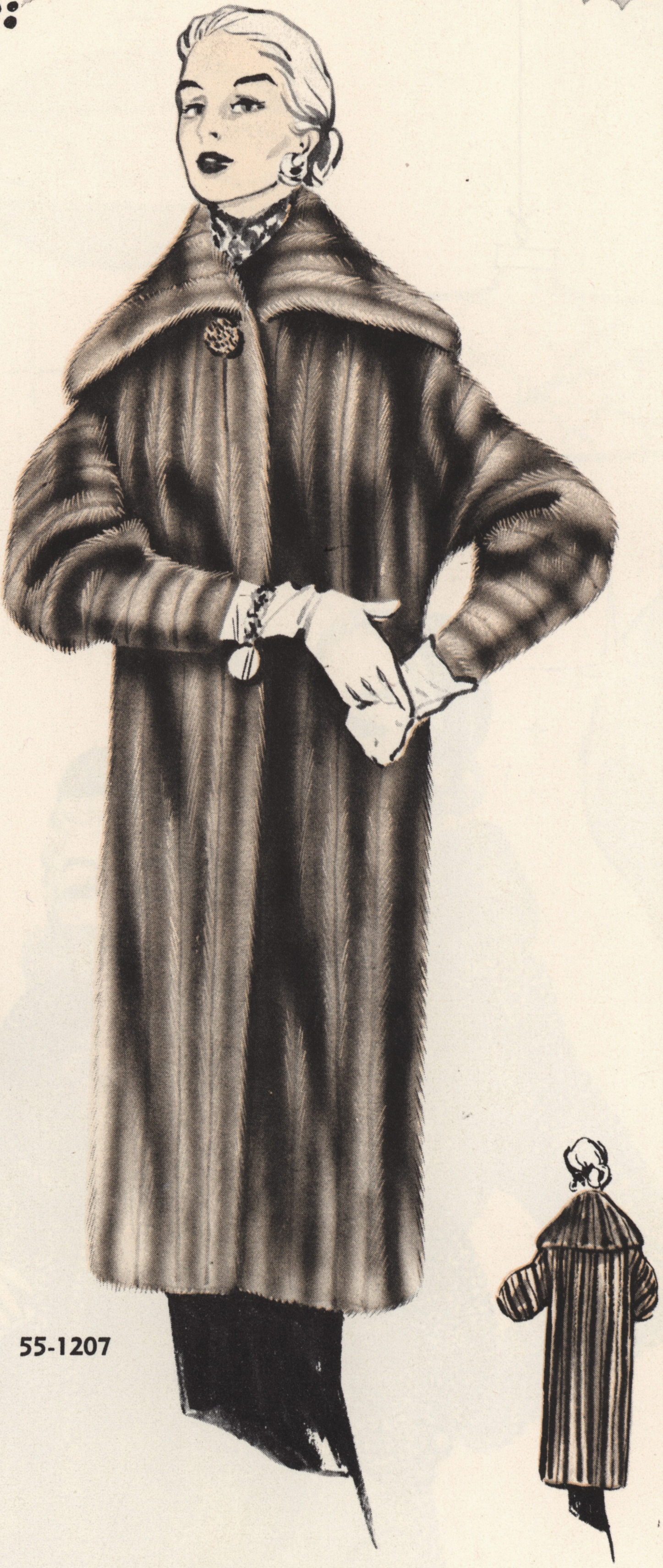

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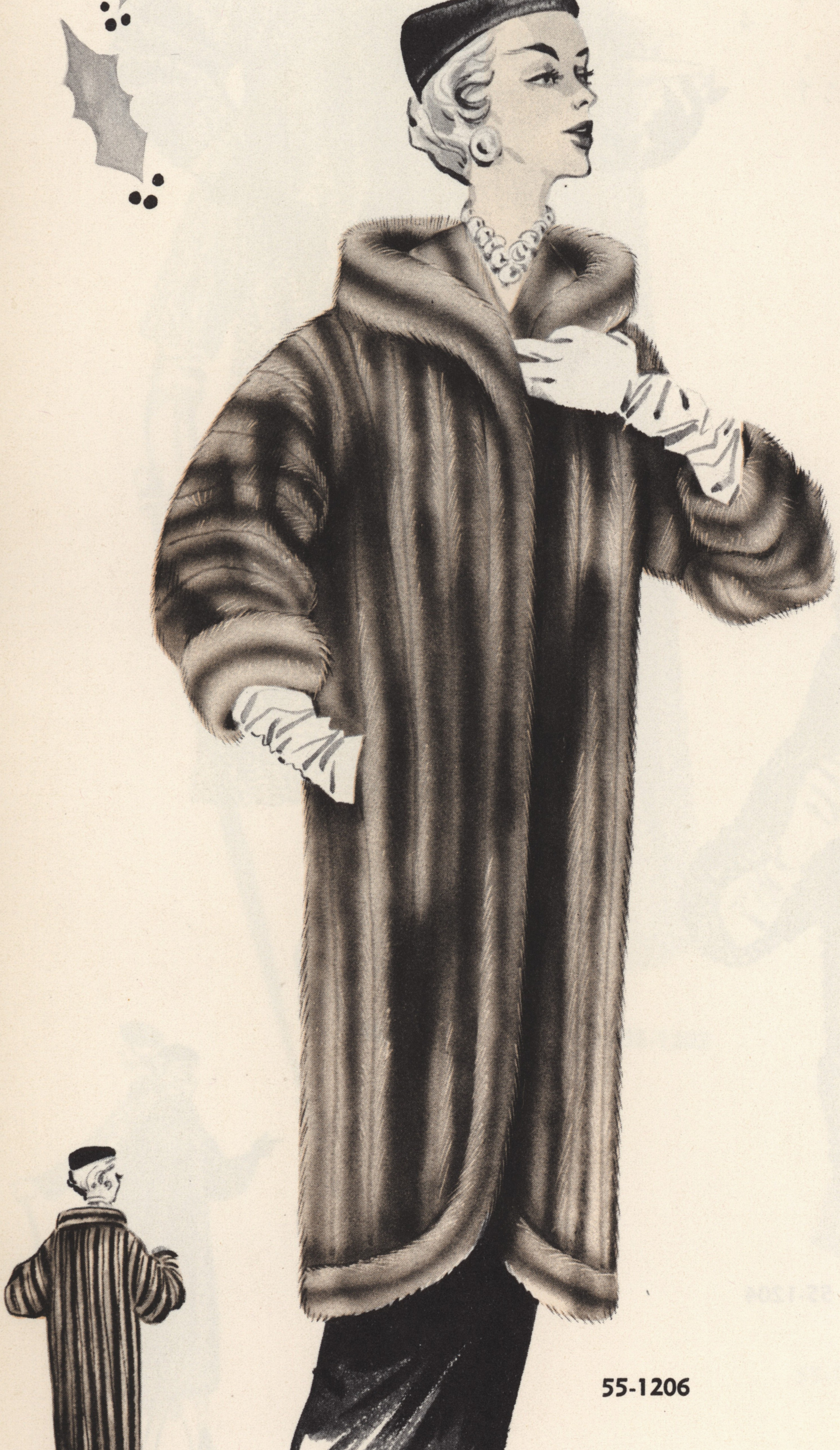

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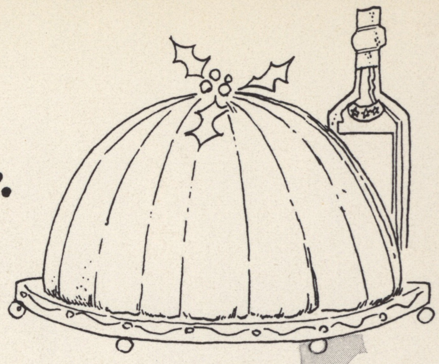

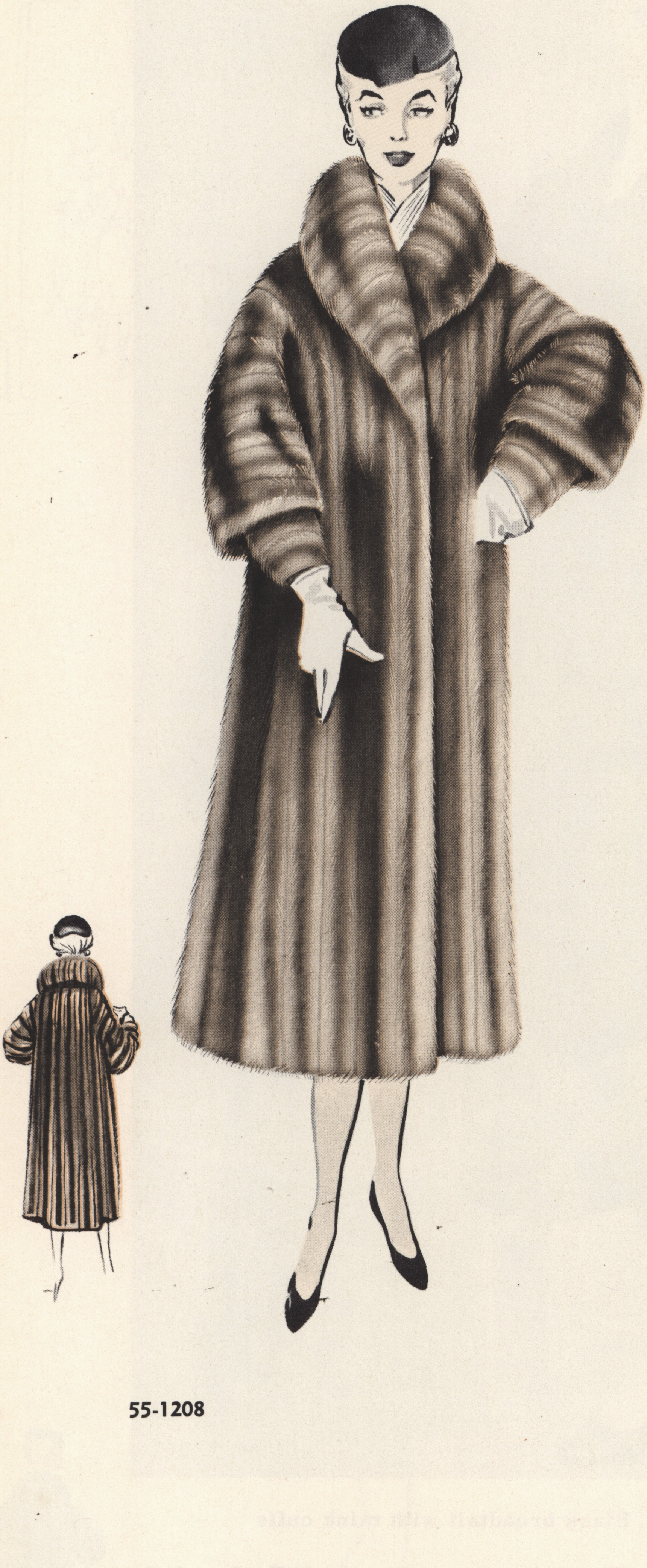

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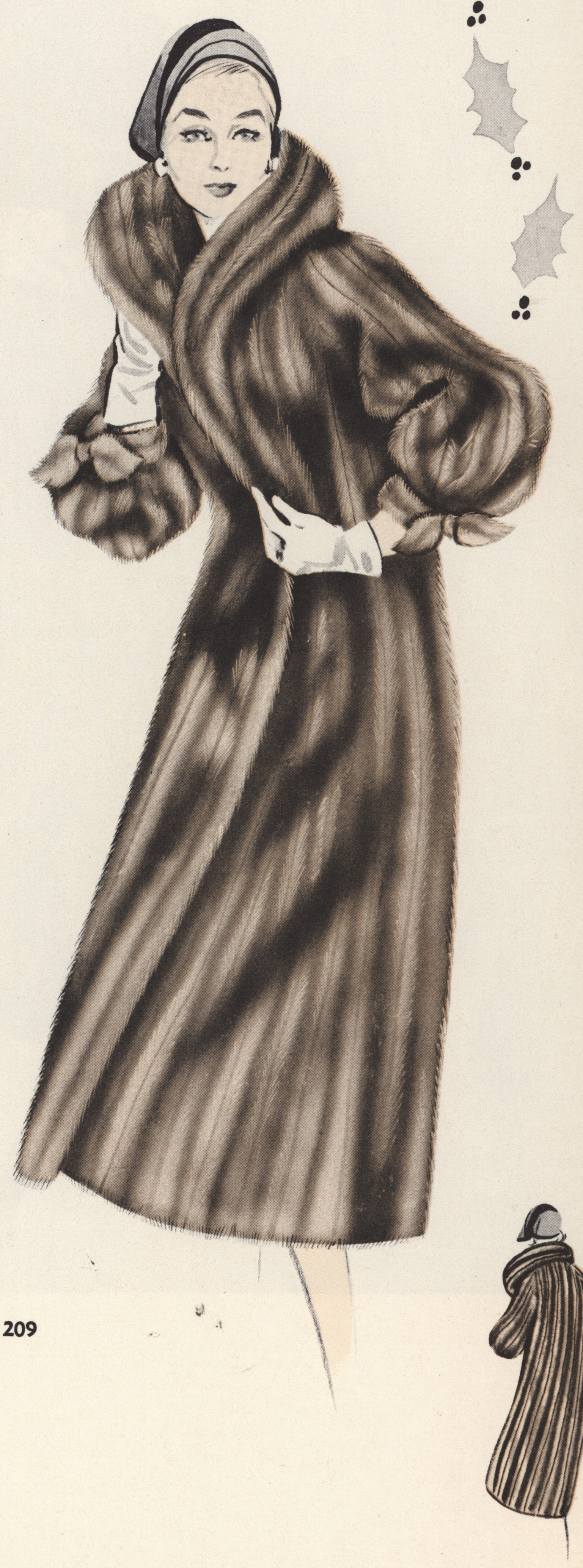

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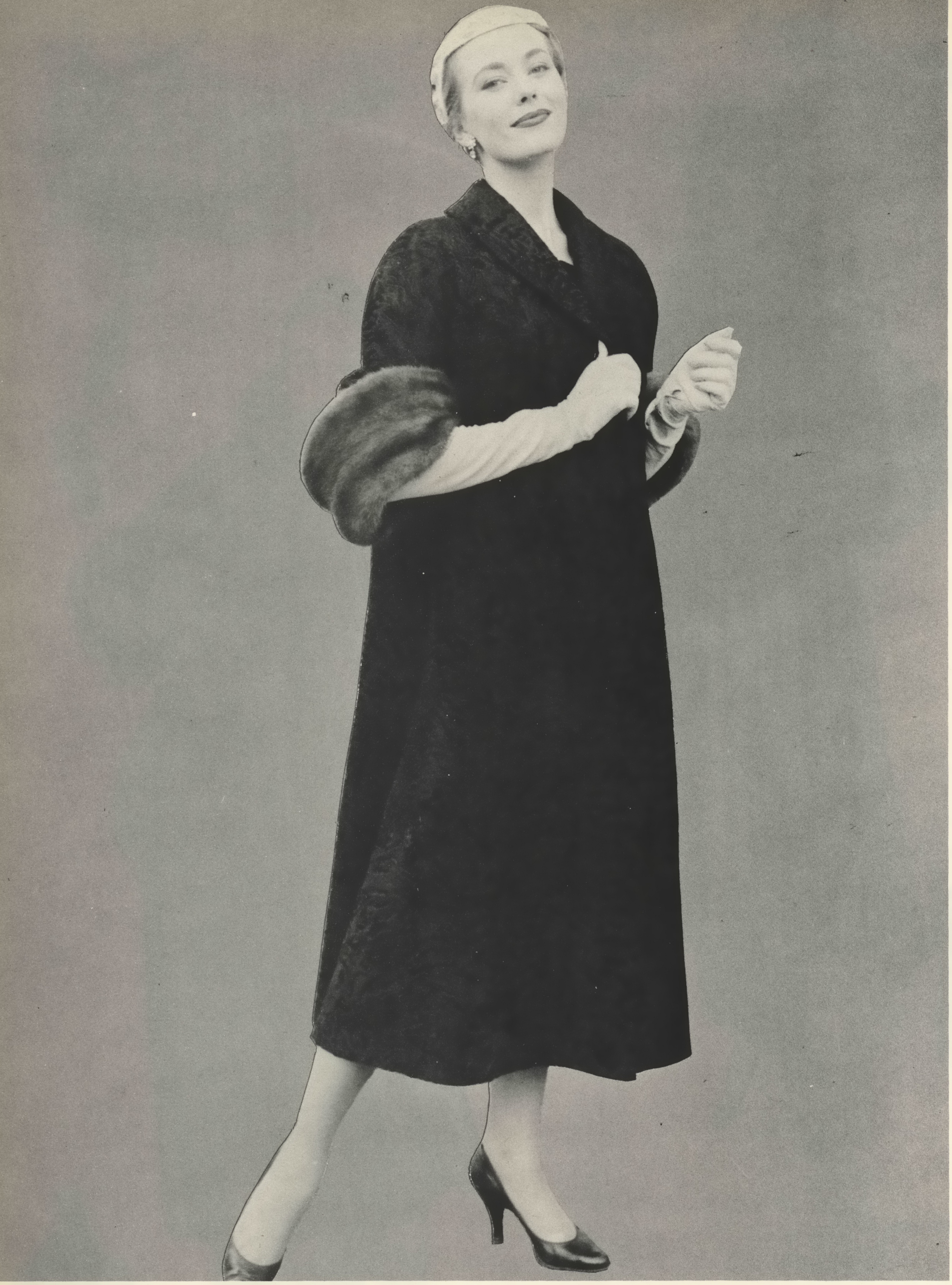
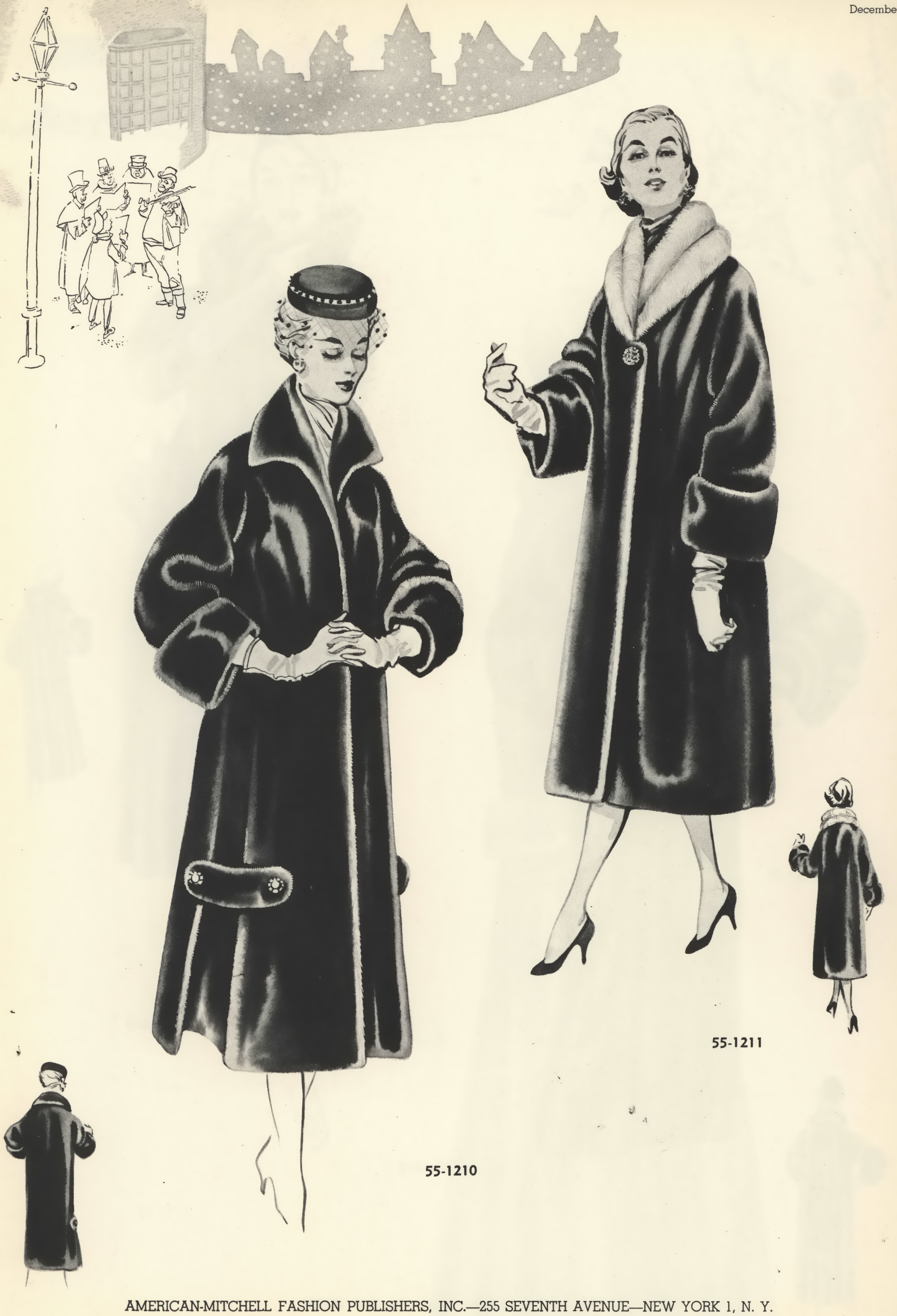


Black broadtail with mink cuffs

Photo: courtesy, Rivella di Torino, Italy



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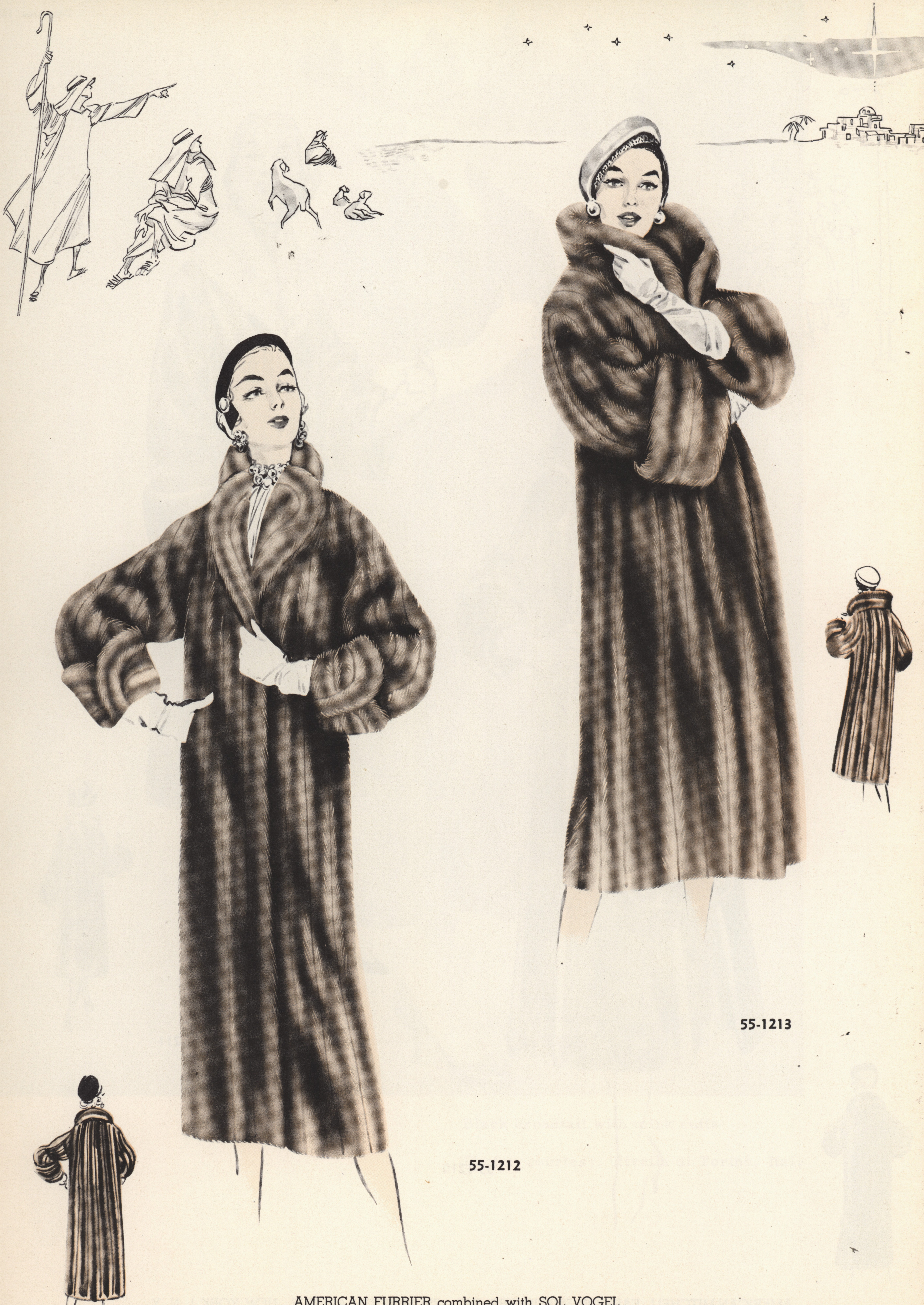

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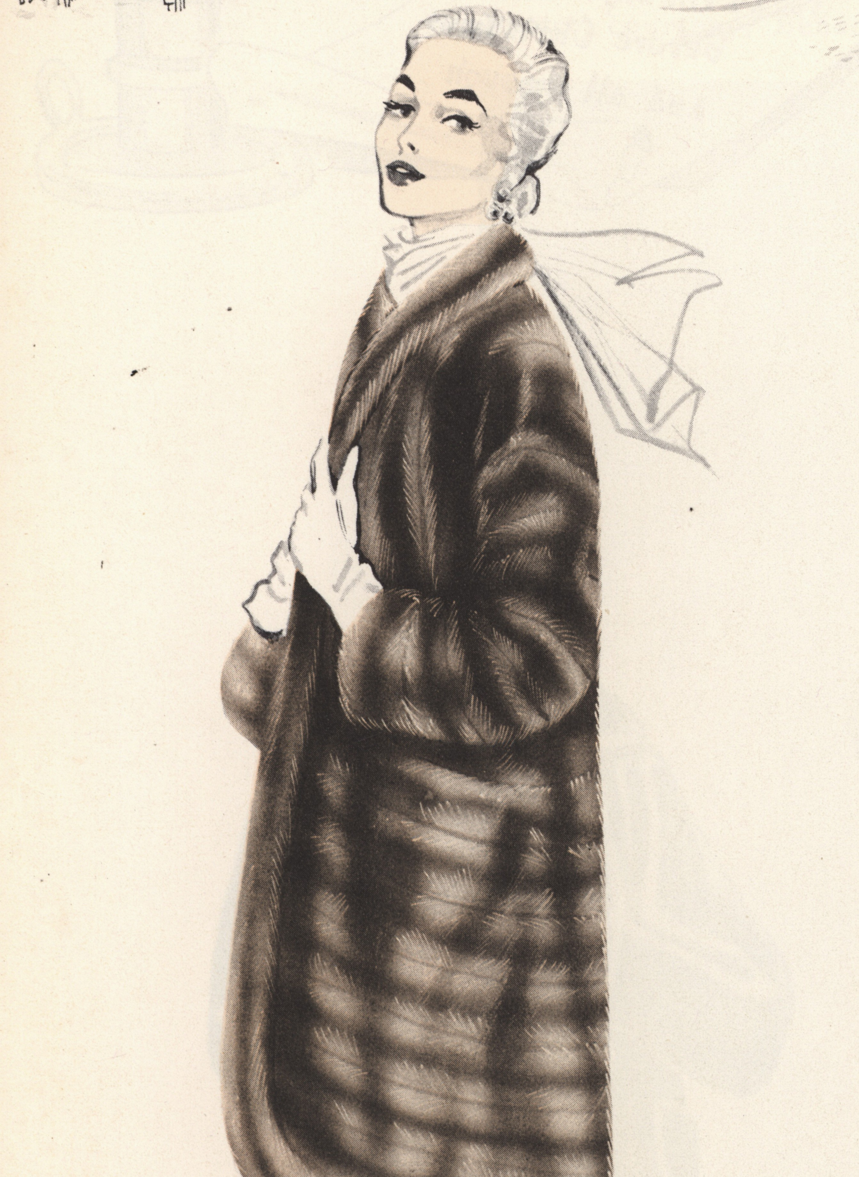

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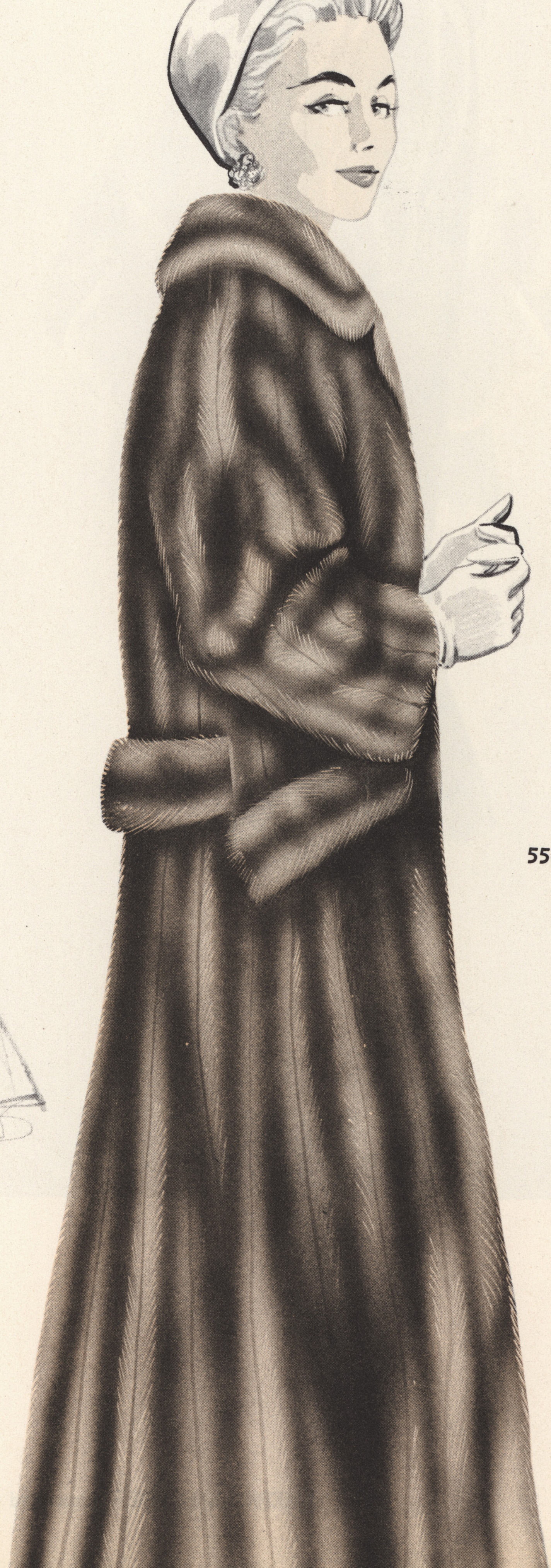

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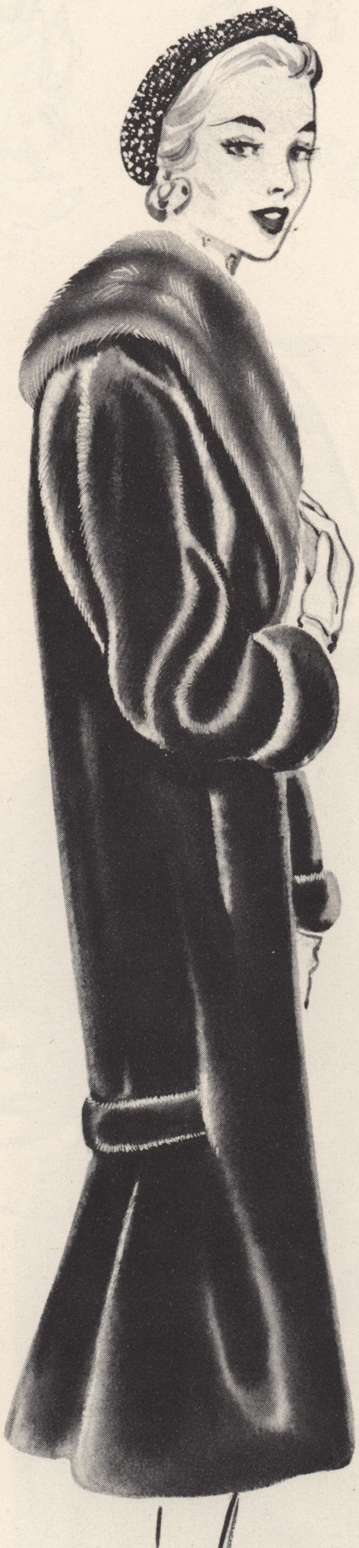
Twas the night
before Christmas
And all through



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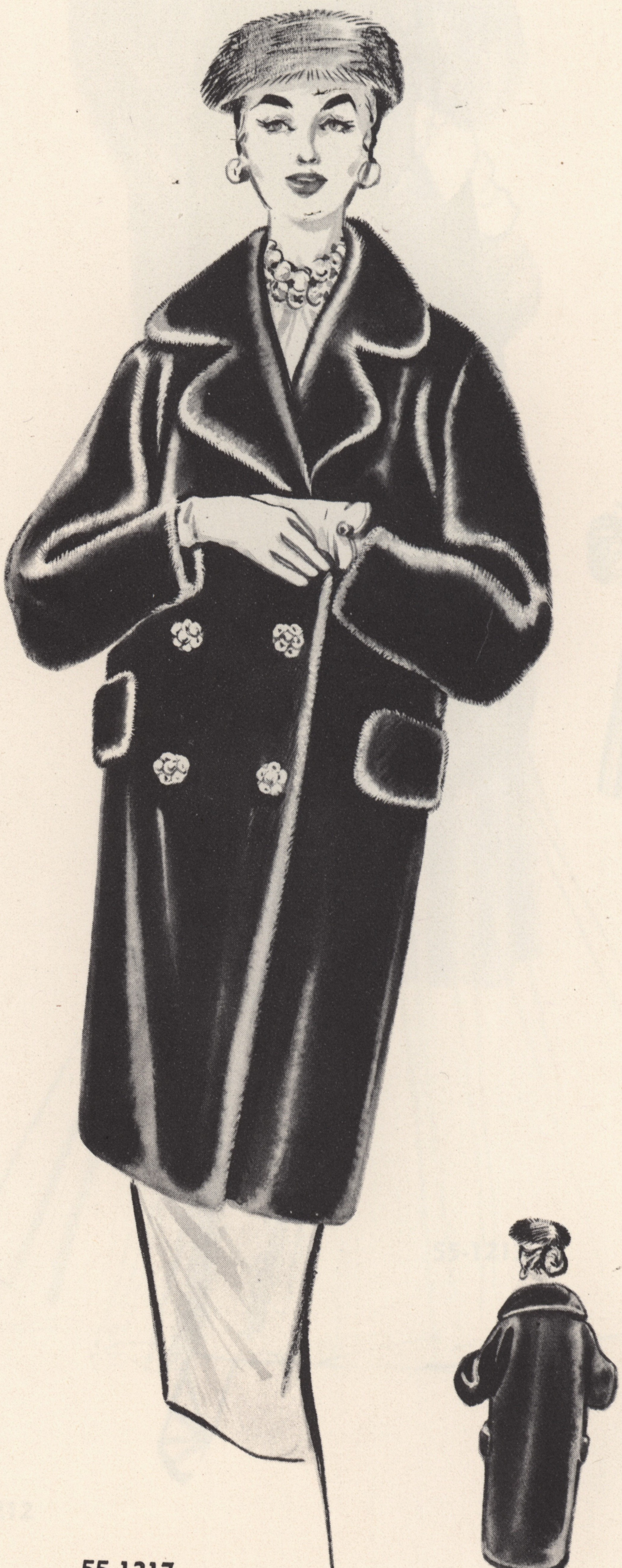

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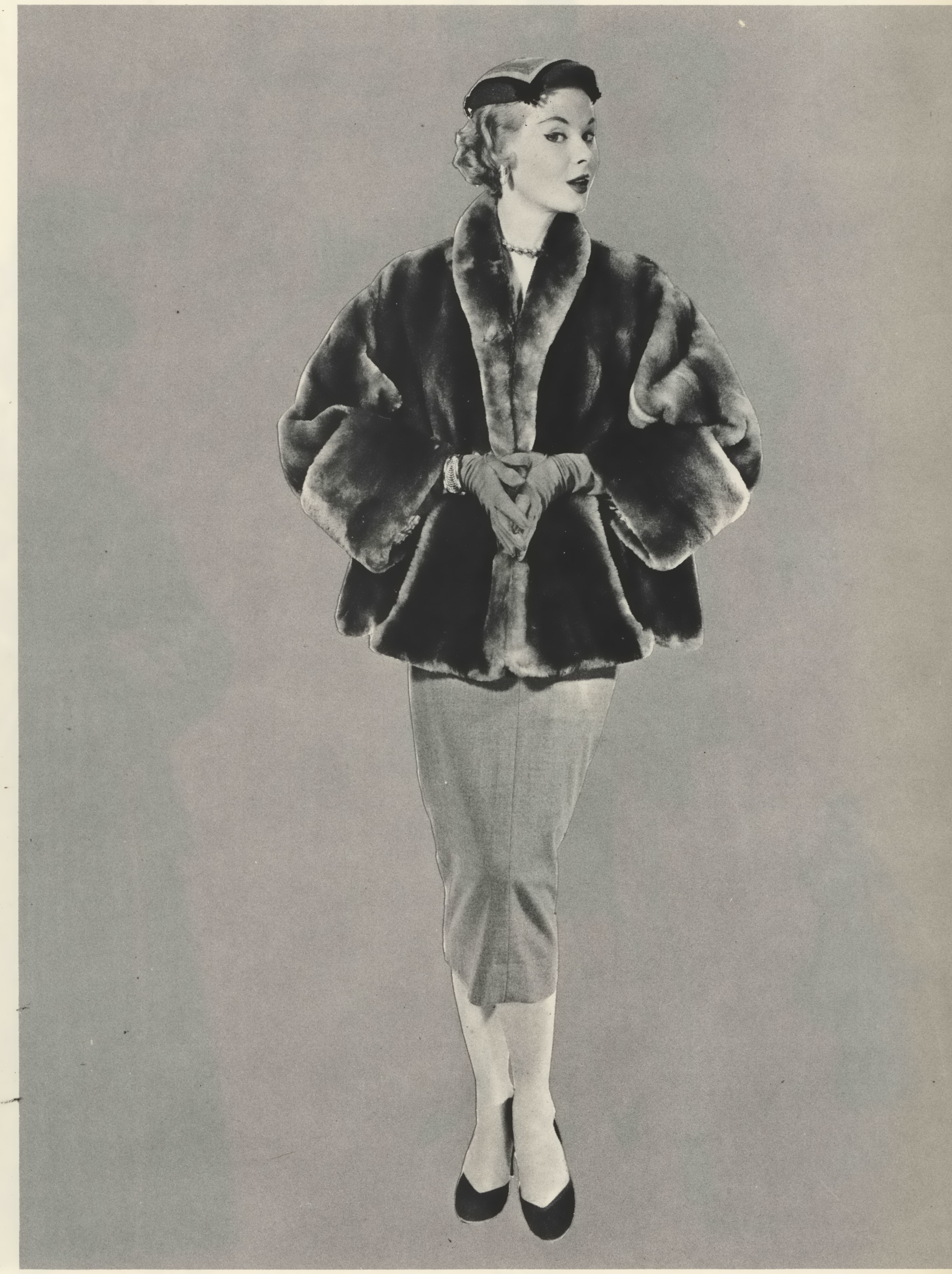
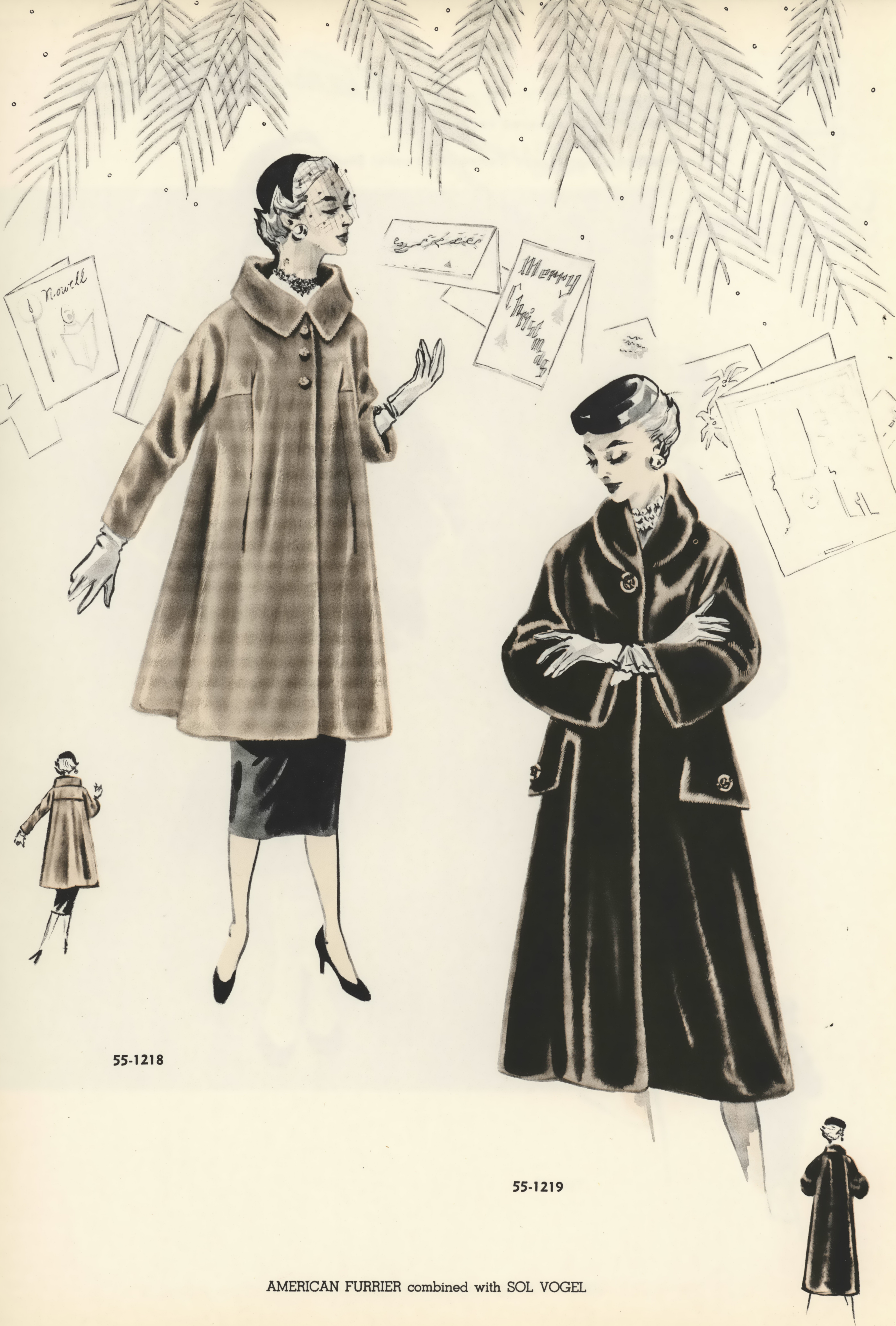
Hip-length sheared racoon

Photo: courtesy, Benedict Frenkel Studios, Inc.




Nowell
Merry Christmas

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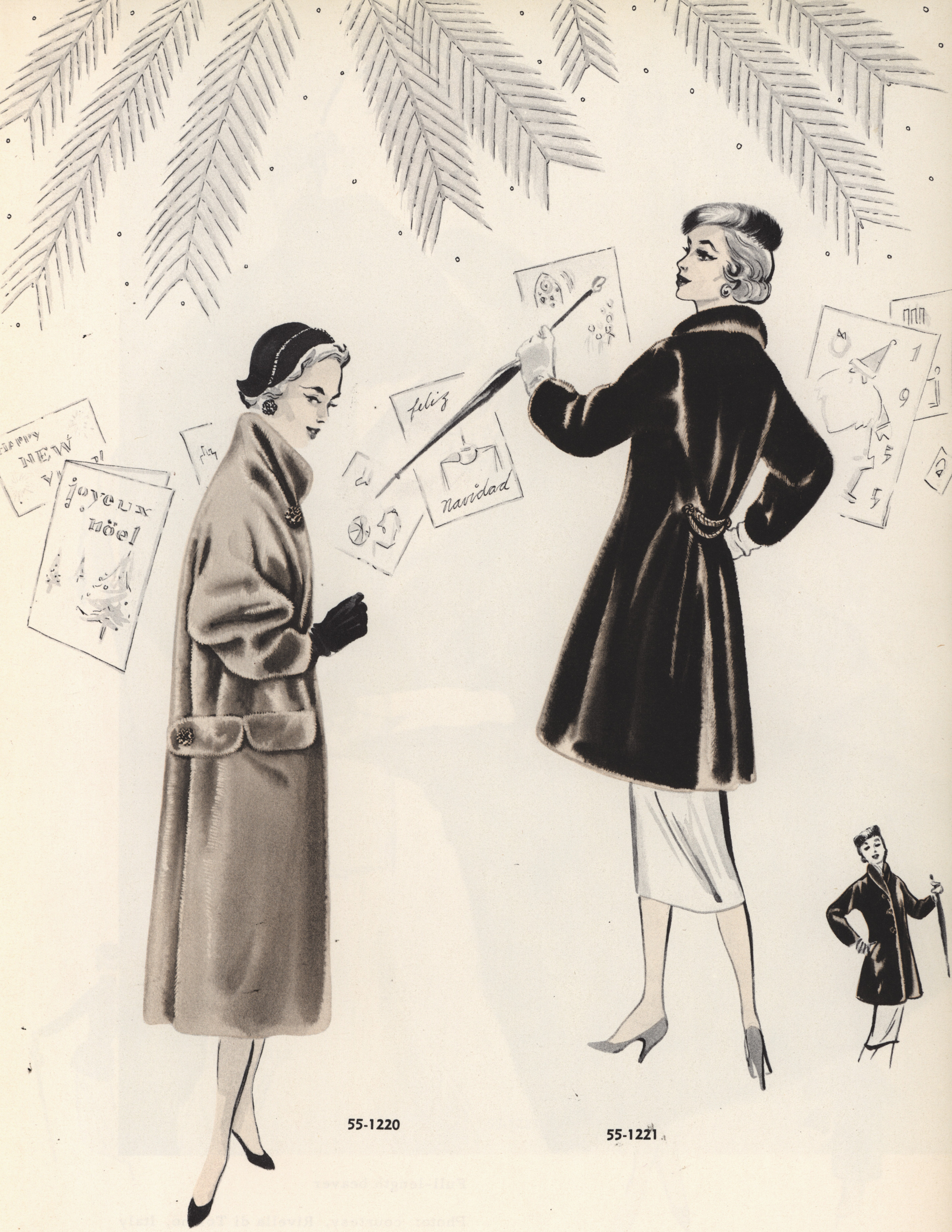
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joyeux noël
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navidad

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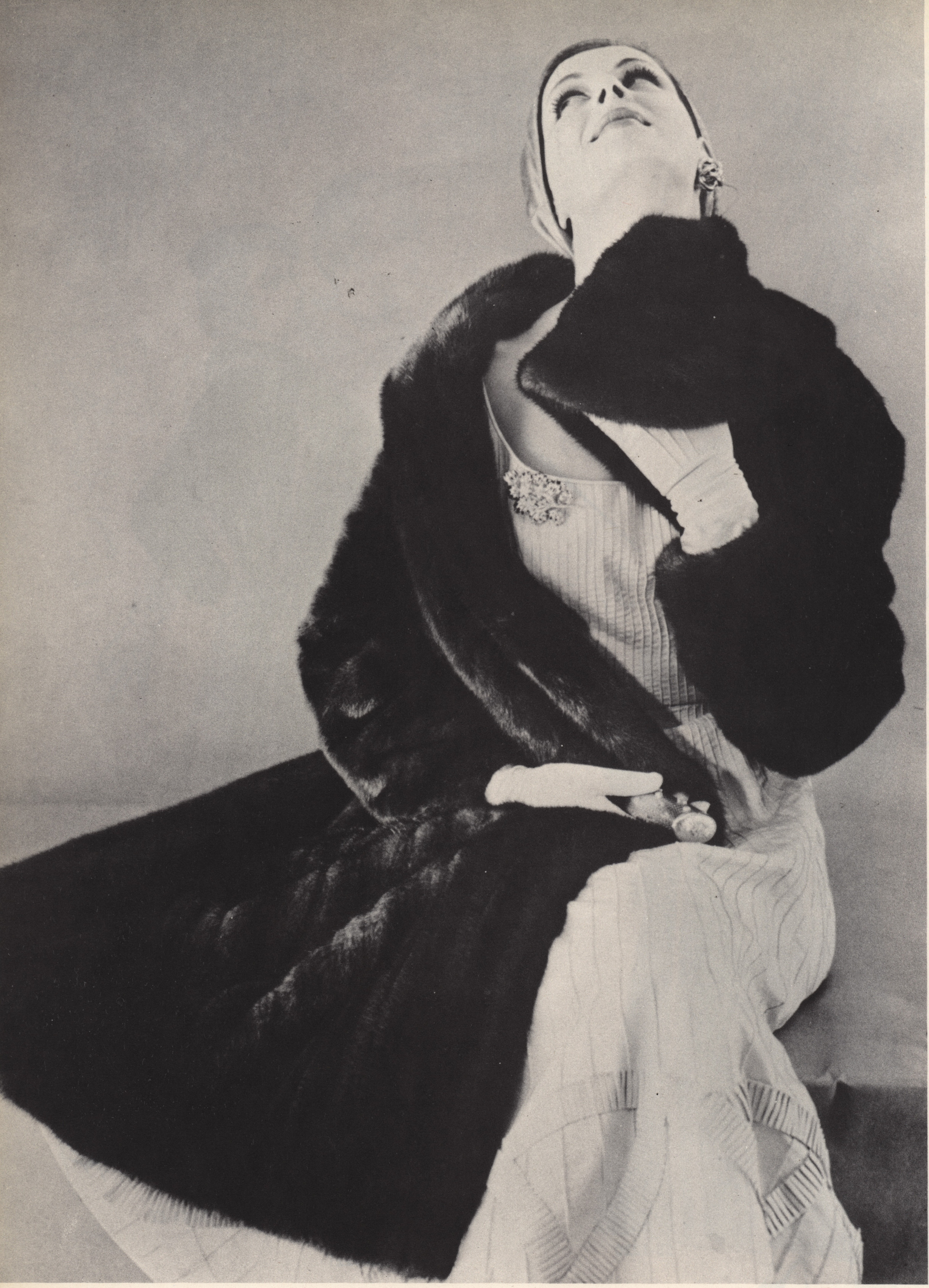
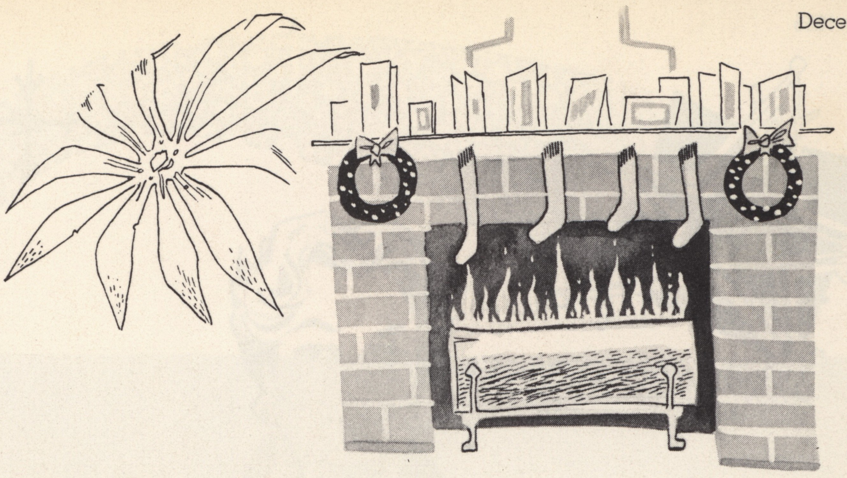
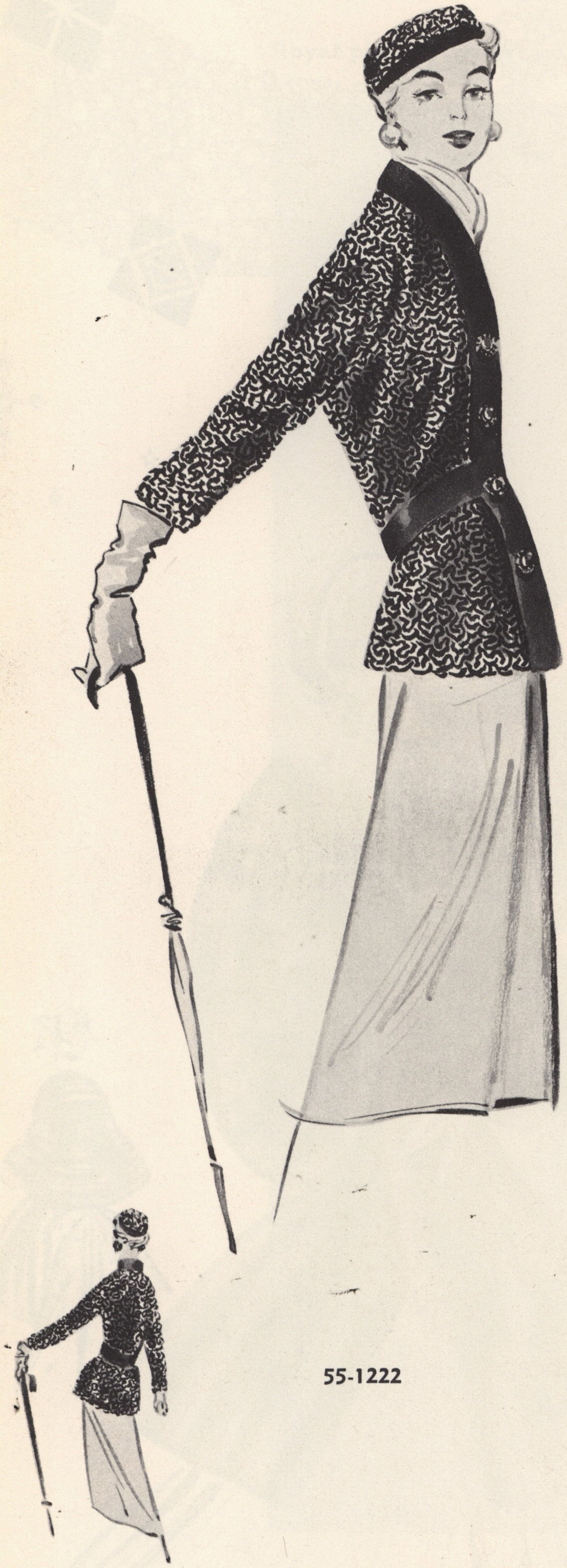


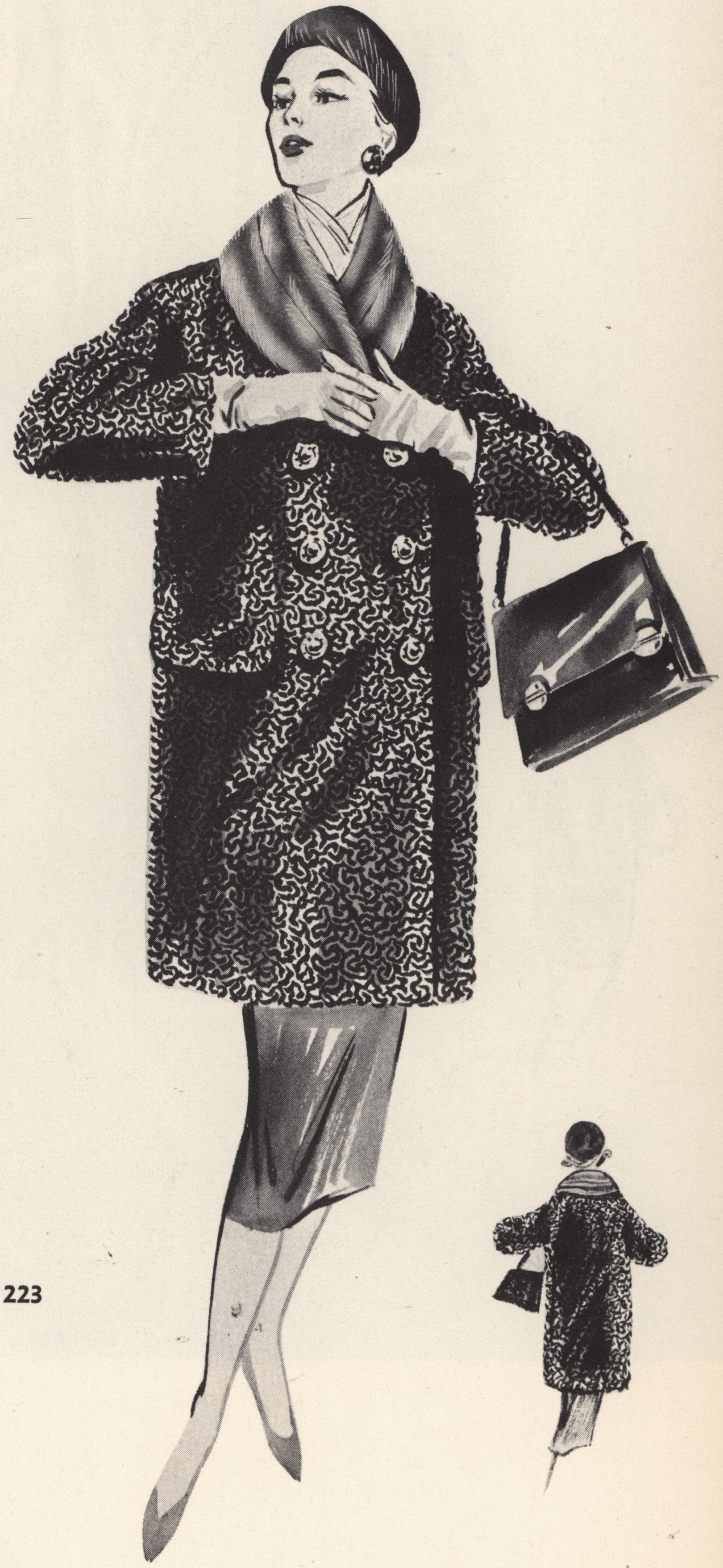
Full-length beaver

Photo: courtesy, Rivella di Torino, Italy





55-1222



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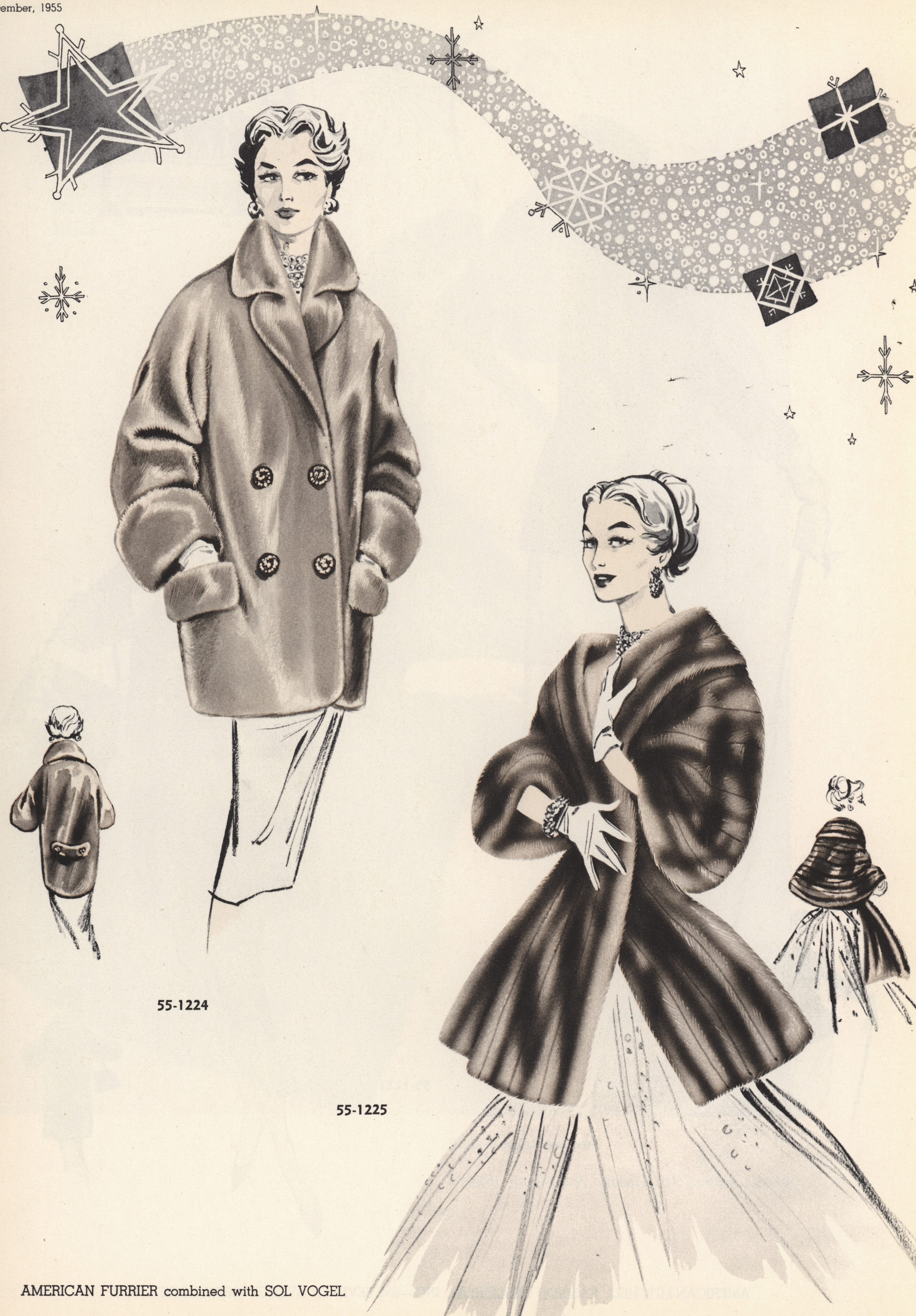


55-1224

55-1225

Royal pastel mink scarf

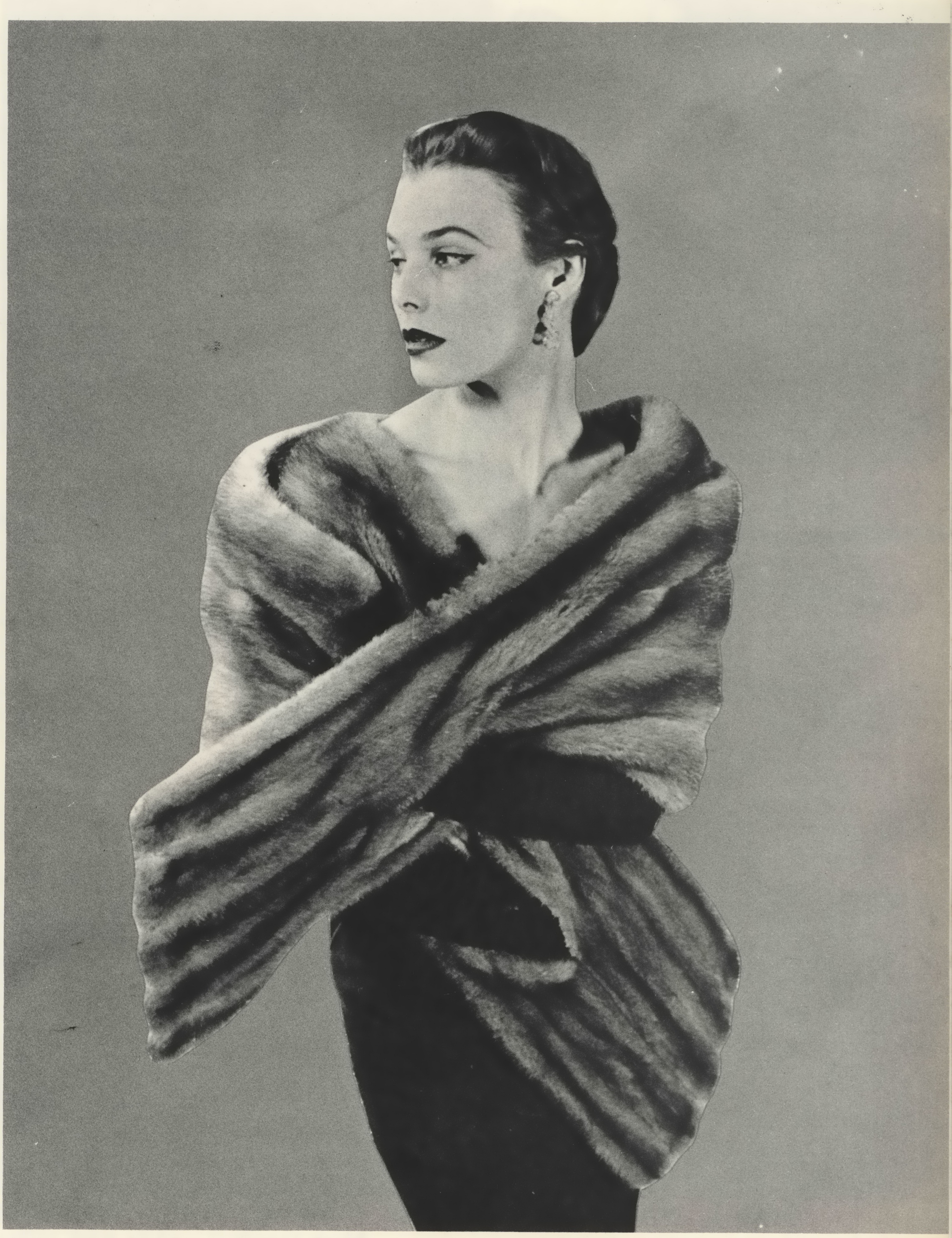
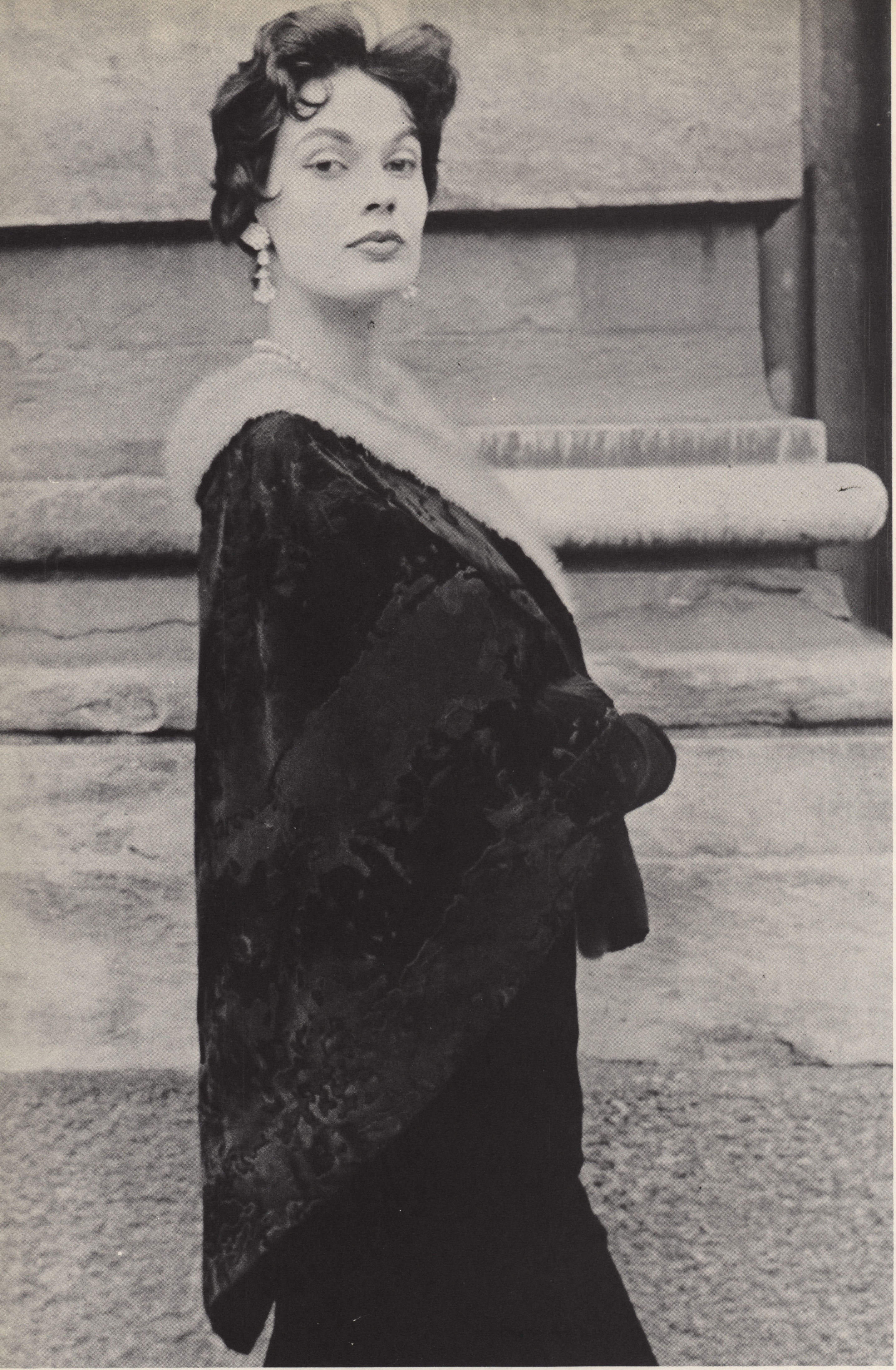


Photo: courtesy

Benedict Frenkel Studios, Inc.



Black broadtail - white mink collar

Photo: courtesy

Rivella di Torino - Italy

DESCRIPTIONS (ENGLISH)

55-1201—An excitingly understated coat, shown in Canadian beaver and designed with the emphasis on the narrowed lines, notched collar, cuffs and flap pockets.

55-1202—Beautifully designed walking-stick theme in this lightweight, grey Persian lamb. Deep pockets, belted back and Prince Albert collar.

55-1203—The short overcoat in fitted black Persian with soft, lustrous black mink collar.

55-1204—The regatta middy in tightly curled black Persian lamb with curved pockets and tapered sleeves. Traditionally beautiful and long wearing.

55-1205—Full-length grey Persian. Styled up-to-this-very-minute fashion. Smart, small collar and five buttons down front closure.

55-1206—Tunic-length coat of Emba desert gold mink. Tuxedo-shaped cut-away. The slim length for this year's slimmer clothes.

55-1207—The versatile, easier-to-wear length. French sailor's collar and enveloping dolman sleeves tapered to bracelet cuffs.

55-1208—A natural beauty—interpreting a new series of luxurious full-length mink. Note unusual cuffs.

55-1209—Full-length mutation mink . . . the back gracefully full. The front clinging and slender. Bows at the cuffs.

55-1210—Full-length Alaska fur seal with interest shown at sides—short belts and buttons. Slender sloping shoulders and gentle set of sleeves compliment the entire garment.

55-1211—Fashion's newest combination processed seal box-type coat with white mink collar. Single button at closure and wide cuffs aid the general appearance.

55-1212—The soft, luxurious flattery of natural ranch mink, shown with a heart-shaped effect at the closing. Large cuffs, add to its glamor.

55-1213—Design studio masterpiece. A new design to give you a full coat of unsurpassed beauty.

55-1214—Horizontally worked pelts creating an unusual design in this tuxedo styled model, an effect that is truly breath-taking.

55-1215—For the connoisseur who knows and cherishes the flawless silke beauty of deeply toned pelts . . . who thrills to the perfection and detail that fashion such as this provides.

55-1216—Another exciting combination of seal and cerulean mink. Chief feature of this model is the trumpet flare.

55-1217—The little overcoat, flap pockets, double-breasted . . . as important as the classic, in full flow with a new flat back.

55-1218—Fingertip length blonde beaver . . . heady interest in the squared-off collar of this streak of glistening beauty.

55-1219—A brown Alaska seal, full-length with flap pockets and buttons creating interest. Simple collar, loose back.

55-1220—Full-length blonde beaver, pocket flap and side belts on same level. A newer than new look.

55-1221—The T-shape silhouette with fullness swept to the sides. Back belt, simple color; brown seal skin would look best.

55-122—Hip-length black Persian with cloth banding around collar and front . . . also around waist in belt effect.

55-1223—Three-quarter black Persion. Double-breasted with mink collar. Six front buttons and flap pockets.

55-1224—Blonde beaver box coat . . . jaunty and gay . . . a style that speaks the international language of fashion.

55-1225—The cabochon portrait stole . . . the piece de resistance.

DESCRIPTIONS (FRANÇAIS)

55-1201—Un excitant modèle sousestimé, présenté ici en castor canadian dessiné dans le but d'accenteur les lignes plus étroites; col cranté, poignet et pattes aux poches.

55-1202—Très ravissant modèle présentant la silhouette canna, en astracan de Perse gris poid plume. Poches profondes, ceinture au dos et col prince Albert.

55-1203—Paletot court ajusté en astracan de Perse noir orné d'un souple col lustré en vison noir.

55-1204—Voici la marinière pour régates, on la présente ici en astracan de Perse aux boucles serrées, poches incurvées et manches droites. Toujours élégante et pratique.

55-1205—Manteau pleine longueur en astracan de Perse gris. Style à la page. Elégant petit col et de jolis boutons fermant le devant.

55-1206—Manteau tunique en vison Emba blond désert. Devants smoking évasés. La longueur idéale pour faire apprécier les vêtements très amincis de l'année.

55-1207—Longuer versatile facile à porter. Col marinière français, manche dolman enveloppante s'amenuisant dans un poignet bracelet.

55-1208—La beauté naturelle du vison accentue ce manteau pleine longueur. A noter le poignet inusité.

55-1209—Manteau pleine longueur en vison mutation—le dos ondule gracieusement. Le devant moule et ajuste. Jolies boucles aux poignets.

55-1210—Manteau pleine longueur en seal d'Alaska, l'intérêt se concentre aux courtes martingales sur les cotés et sur les boutons. Epaules inclinées amincies et de coquettes manches complètent le vêtement.

55-1211—Une des plus nouvelles combinaisons de la mode ce manteau droit en seal avec col en vison blanc. Un seul bouton à l'encolure et de larges poignets réhaussent l'apparence générale.

55-1212—Toute la beauté luxueuse du vision de ranch est accentuée ici dans ce modèle dont l'encolure forme coeur. Grands poignets ajoutant à l'élégance du modèle.

55-1213—Un chef d'oeuvre sorti des mains d'un artiste modéliste. Un nouveau modèle donnant à un manteau pleine longueur une beauté insurpassable.

55-1214—Les peaux disposées horizontalement créent un modèle inusité de style smoking, un effet qui vous laissera émerveillés.

55-1215—Pour le connaisseur qui apprécie et admire la beauté luxueuse et sans défaut des peaux au ton riche . . . que vibre à la perfection des détails qui permettent de présenter un aussi ravissant modèle.

55-1216—Une autre combinaison excitante du seal avec le vison cerulean. Le modèle présente une ampleur en trompette.

55-1217—Le petit paletot, poches à pattes, devants croisés . . . modèle classique ample mais au dos plat.

55-1218—Modèle longueur au bout des doigts en castor blond . . . l'intérêt se concentre sur le col carré accentuant le beauté étincellante du modèle.

55-1219—Manteau pleine longueur en seal d'Alaska brun, poches à pattes et boutons ajoutant à l'intérêt du modèle. Col simple, dos ample.

55-1220—Maiteau pleine longueur en vison blond; les pattes des poches et les martingales de coté sont au même niveau. Plus nouveau que la dernière nouveauté.

55-1221—La silhouette en "T" avec ampleur sur les cotès. Ceinture au dos, col simple; ce modèle ferait trèe chic en seal brun.

55-1222—Modèle aux hanches en astracan de Perse noir, bordé de drap autour du col et des devants . . . la taille est également soulignée.

55-1223—Trois-quarts en astracan de Perse noir. Devants croisés avec col en vison. Six boutons sur les devants et pattes aux poches.

55-1224—Manteau droit en castor blond . . . coquet et gai . . . un style qui parle le langage international de la mode.

55-1225—Une ravissante étole portrait . . . la pièce de résistance.

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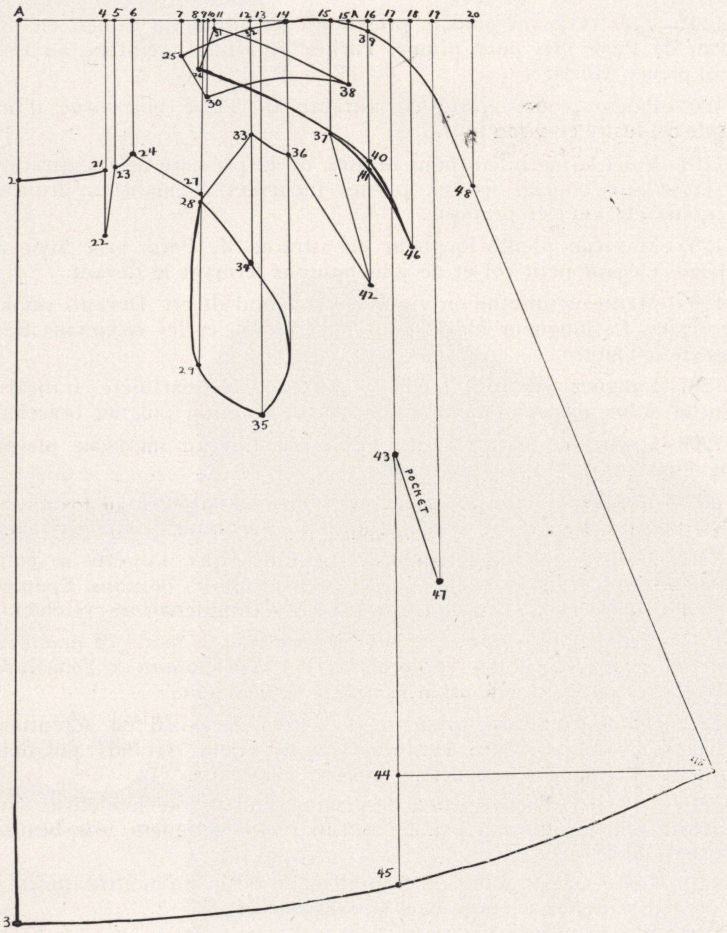
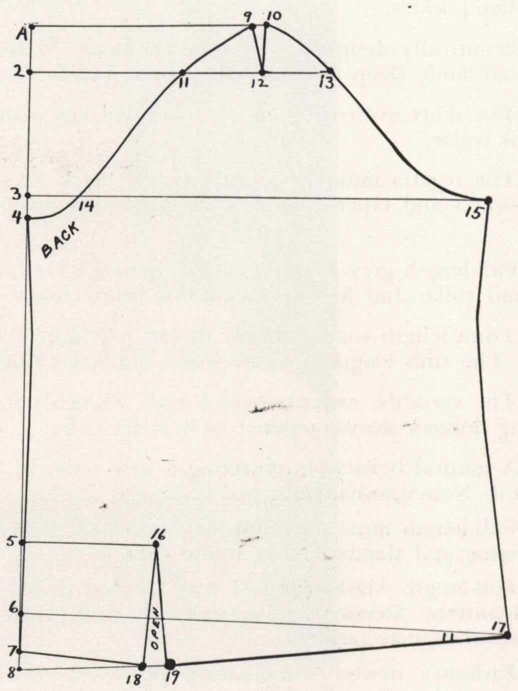
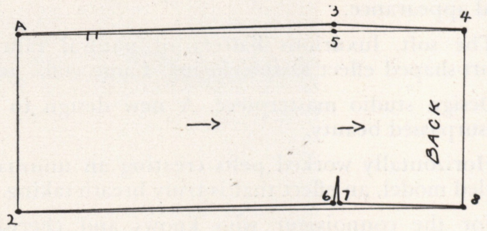
Diagram of 55-1213 in this issue

BY *Simon Clayton*







BODY

SQUARE BOTH WAYS FROM A

2 from A is 8 inches
3 from A is 53½
4 from A is 4⅛ inches
5 from A is 4½ inches
6 from A is 5⅜ inches
7 from A is 8 inches
8 from A is 8¾ inches
9 from A is 9 inches
10 from A is 9¼ inches
11 from A is 9½ inches
12 from A is 11½ inches
13 from A is 12⅜ inches
14 from A is 13⅜ inches
15 from A is 15⅜ inches
15A from A is 16⅜ inches
16 from A is 17½ inches
17 from A is 18⅝ inches
18 from A is 19⅛ inches
20 from A is 22½ inches
19 from A is 20½ inches
21 from 4 is 7⅜ inches
22 from 4 is 11 inches
23 from 5 is 7⅜ inches
24 from 6 is 6⅝ inches
25 from 7 is 1¾ inches
26 from 8 is 2½ inches
27 from 9 is 8½ inches
28 from 9 is 8¾ inches
29 from 9 is 15½ inches
30 from 10 is 4⅛ inches
31 from 11 is ½ inch
31 from 11 is 1½ inches
32 from 12 is ½ inch
33 from 12 is 5½ inches
34 from 12 is 11⅜ inches
35 from 13 is 19¼ inches
36 from 14 is 6¾ inches
37 from 15 is 5⅜ inches
38 from 15A is 3⅛ inches
39 from 16 is ¾ inch
40 from 16 is 7⅛ inches
41 from 16 is 7⅜ inches
42 from 16 is 12¾ inches
43 from 17 is 21⅜ inches
44 from 17 is 44 inches
45 from 17 is 51⅜ inches
46 from 18 is 11⅛ inches
47 from 19 is 27½ inches
48 from 20 is 7½ inches
49 from 44 is 19¼ inches

Finish as shown in heavy outline of diagram.

SLEEVE

SQUARE BOTH WAYS FROM A

2 from A is 1¾ inches
3 from A is 7⅜ inches
4 from A is 8½ inches
5 from A is 22½ inches
6 from A is 25⅜ inches
7 from A is 27¼ inches
8 from A is 27¾ inches
9 from A is 9⅝ inches
10 from A is 10⅛ inches
11 from 2 is 7¼ inches
12 from 2 is 10 inches
13 from 2 is 12¾ inches
14 from 3 is 2⅜ inches
15 from 3 is 20 inches
16 from 5 is 5⅞ inches
17 from 6 is 21 inches
18 from 8 is 5⅝ inches
19 from 8 is 6⅜ inches

Finish as shown in heavy outline of diagram.

CUFFS

SQUARE BOTH WAYS FROM A

2 from A is 8 inches
3 from A is 14½ inches
4 from A is 20¾ inches
5 from 3 is ¼ inch up
6 from 2 is 14½ inches
7 from 2 is 14¾ inches
8 from 2 is 20¼ inches

Raise 6 & 7—¼ inch up as in diagram.

Finish as shown in heavy outline of diagram.

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The Fur Cutting Table

Advanced Fur Craftsmanship

by Samuel Raphael

Let-out Grey Persian Lamb

The object in making a grey Persian coat, is to have each skin preserve its character and shading. This is accomplished by letting it out. The nature of this work, and a brief set of instructions, if carefully followed, will produce satisfactory results. The method here presented is that which is most economical and practical.

Match out the skins by pinning them heads-down on a model form, selecting your finest and most colorful skin for the center-back. Match out eleven or more large skins for the body (according to amount required for sweep of coat), and choose two slightly smaller skins for top sleeves.

For the undersleeve, small skins can be used, which need not be split nor reset.

Let us say that you intend to make a body with thirteen stripes. Each stripe would have to be about 5 inches wide at the bottom and about 4½ inches wide in the upper part of the coat. This gives you a 66-inch sweep for the garment (5 times 13); if a larger or smaller sweep is called-for by pattern, you will have to increase or decrease the width of the stripes accordingly.

Now we come to the actual preparation of the skins used for the body and sleeves. Figure "B" shows a grey Persian skin. Repair all bad spots and damages by cutting them out as indicated in the shaded portions at "F" and "G". Where damage is small, repair by letting-in a single tongue upward or downward as required; if damage is larger or spread out. use double tongues and, if necessary, add an extra tongue, as shown at "G" or replace with matching piece. Next, let down the extending, irregular, extra fur or rump as shown at "H". Now equalize the sides at top and bottom by letting up and down, respectively, as shown at "K".

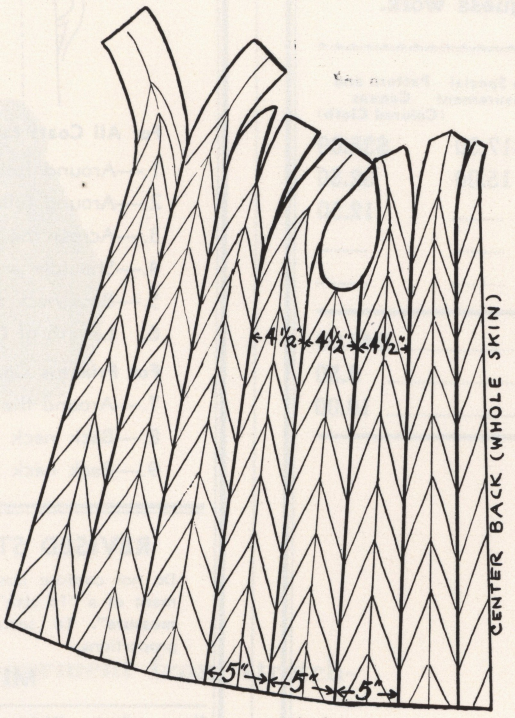


Figure A-1

After the skins are prepared as directed in the preceding paragraphs, they are let out as shown in Figure "C". This is done on the following basis.

A skin which measures 18 inches in length, for example, is to be let out to a coat length of 40 inches. That means that, with downward stretch in sewing, you require a doubling of the length; therefore, you make 10 cuts, providing a 2-inch drop per cut increasing the width gradually as you move downward. Proceed in this manner for all skins of the garment except, of course, the collar, lapels and facing on a plain coat. Where a tuxedo pattern is used, the front facing has to be let out also, and an especially large skin is used in order to give you the extra reach around the neck if the pattern calls for collar extension.

(Figure A-1 shows a fully let-out tuxedo garment.)

After letting out, skins are reset by either of the three methods here illustrated. The general principle of resetting is covered fully in our fox chapter and resembles the methods used to reset a fox skin into two or more complete skin sections.

You may use either a vertical reset method (Figure "E"); a horizontal reset method (Figure "I"), or a diagonal reset method (Figure "J"). All three illustrations clearly show how this is worked. You cut your skins into strinps of suitable width for the purpose. The operator then regroups them by sewing alternate strips together until the rearranged strips give you two 'inter-married" sections both completely alike in skin character.

After the stripes are sewn together and before you proceed to the nailing, it is best to cover the nailing board by stapling clean sheets of paper down upon it. Mark off the pattern for the coat and parts on this paper; then nail coat and parts out to pattern with the hair side down.

If your stripes are correctly and straightly joined, there should be no need for straightening the seams if you follow this procedure: Mark the transferred pattern on your nailing board into 5-inch divisions at the bottom edge. After the corners and top of coat have been nailed, pull downward, as much as possible, on each closing seam of each stripe in turn. See that all seams strike exactly on their respective mark in the board pattern, straightening out each skin line in the process. If the seams are not regular, they can, of course, be straightened out with pins or thin nails.

Finish the let-out grey Persian lamb coat in the manner of all fine fur garments. Hooks and eyes are generally preferred to buttons on fine grey Persion coats. Where buttons are used, they should be flat ones, and loops should be placed about ½ inch inside the edge of the opposite front.

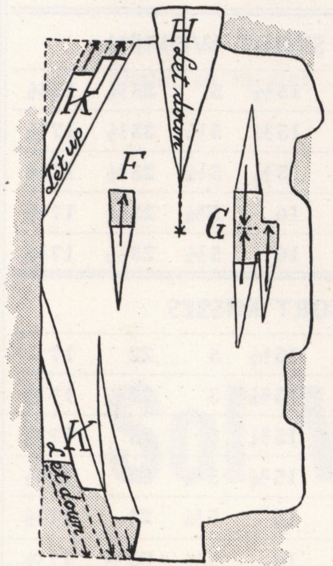


FIG. B

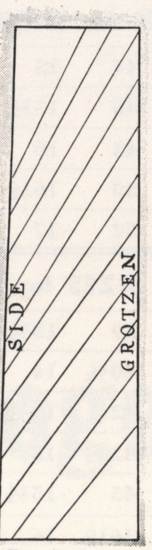
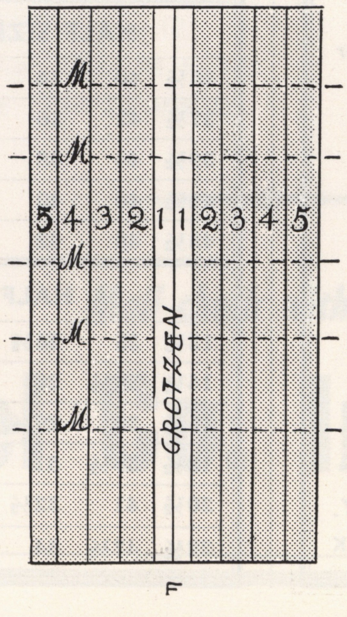
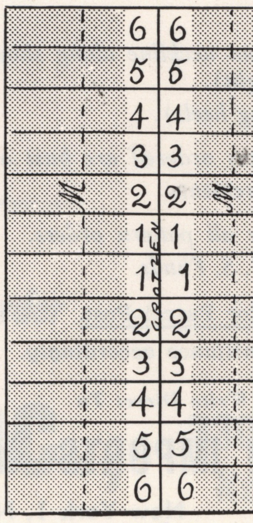


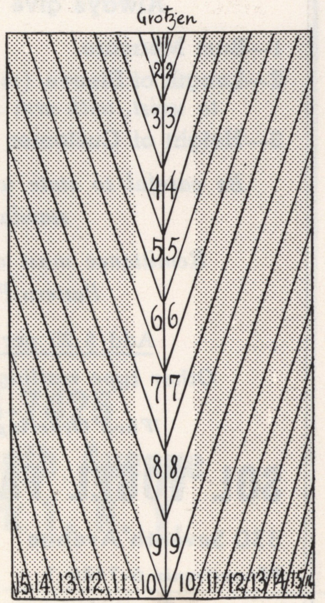
Figure C



E



I



J

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Collar & Sleeve each	6.50	....	12.50
Muff Pattern	5.00	....	....
Hat Pattern	7.50	....	....

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Gradings (per size)	3.50
Gradings (Special Measure)	10.00

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Fur Pattern	$12.50
Cloth Patterns	12.50
Both Combined	$20.00

Gradings:

Fur Pattern, per size	$ 3.50
Cloth Pattern, per size	3.50
Both Combined	$ 6.00

(Special Retail Pattern Selected in Showroom and Made to Measurement)

Pattern	$25.00
Pattern and Canvas	$35.00
Pattern and Canvas for Mink	$45.00

Fittings of Fur Stock Coat	$10.00

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IMPORTANT

Always give the following measures:

1—**Bust Measure.**
2—**Length of Sleeve** *(measure from neckline along shoulder to wrist, with arm held straight).*
3—**Height of Customer** *(including heels).*

Be careful to state whether sizes ordered are bust or standard measurements.

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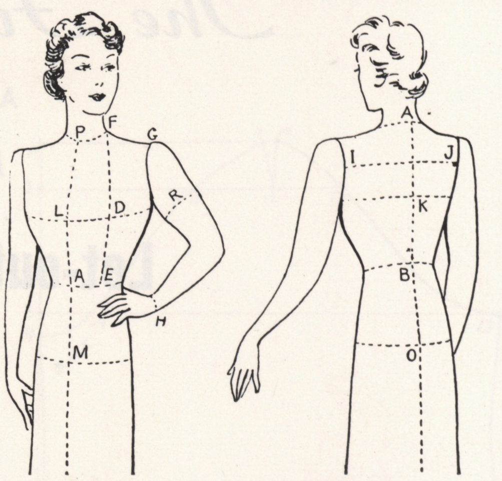


For All Coats take the following measurements:

1.—Around fullest part of bust..................L to D
2.—Around fullest part of hip...............................M
3.—Across the back ....I to J
4.—Shoulder and sleeve length...............F to G to H
5.—Back neck to bust point...................A to F to D
6. Length of Coat desired.

For Princess Coats add the following measurements:

7.—Around the waist ....A to E to B
8.—Back neck to back waist.........................A to B
9.—Back neck to bust to front waist......A to F to D to E

REVISED STANDARD MEASUREMENT CHART

Do not confuse bust measure with size. A **37-inch bust** is the measurement of a **"16 size"** pattern. A **"36 size"** is equivalent to a **"39-inch bust measure"**. To secure the correct size pattern, consult this table of proportions.

MISSES and WOMEN'S SIZES

Size	Bust	Waist	Hips	Across Back	Back Neck-to Waist	Shoulder	Outside Sleeve	Under Sleeve
12	34	26	37	13½	16	5	22	17
14	35½	27½	38½	14	16½	5⅛	22½	17½
16	37	29	40	14½	17	5⅛	23½	18
18	38½	30½	41½	15	17	5¼	23½	18
20	40	32	43	15½	17¼	5⅜	23½	18
36	39	31½	42	15½	17¼	5⅜	23½	18½
38	41	33½	44	15¾	17¼	5⅜	23½	18½
40	43	35½	46	16¼	17¼	5½	23½	18½
42	45	37½	48	16¾	17¼	5½	23½	18½
44	47	39½	50	17¼	17½	5¾	23½	18½

JUNIOR SIZES

9	32	24½	35½	13	15	4¾	21	16
11	33	25½	36½	13¼	15	4¾	21½	16½
13	34½	26½	37½	13½	15½	4¾	22	17
15	36	28	39	14¼	15¾	5	22	17
17	37½	29½	40½	14¾	15¾	5	22½	17½

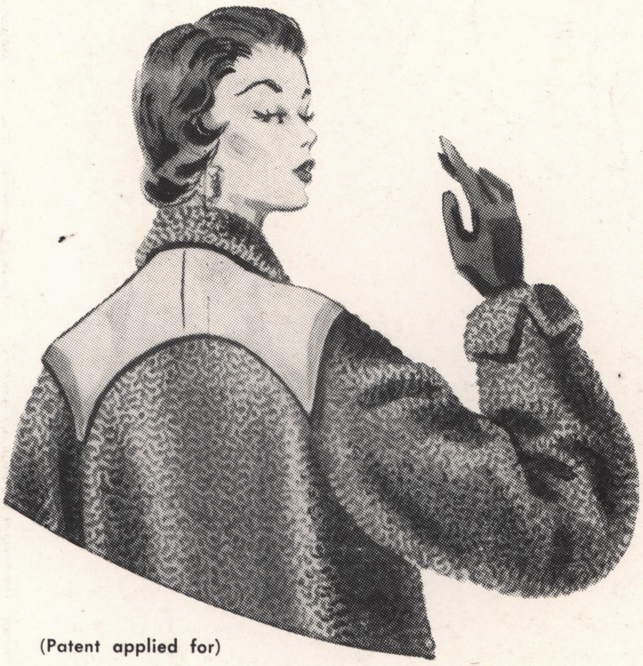
HALF SIZES for SHORT STOUT WOMEN

35½	40	34	44	15	15½	5	23½	17½
37½	42	36	46	15½	15¾	5⅛	23½	17½
39½	44	38	48	16	15¾	5¼	23½	17½
41½	46	40	50	16½	16	5⅜	23½	17½
43½	48	42	52	17	16	5½	23½	17½

HALF SIZES for SHORT MISSES

12½	35	26½	39	13½	15½	5	22	17
14½	36½	28	40½	14	15¾	5	22½	17½
16½	38	29½	42	14½	15¾	5	23	17½
18½	39½	31	43½	15	15¾	5¼	23	17½
20½	41	32½	45	15½	16	5¼	23	17½
22½	42½	34	46½	16	16	5½	23½	17½

New! DEFINITELY *New!*



(Patent applied for)

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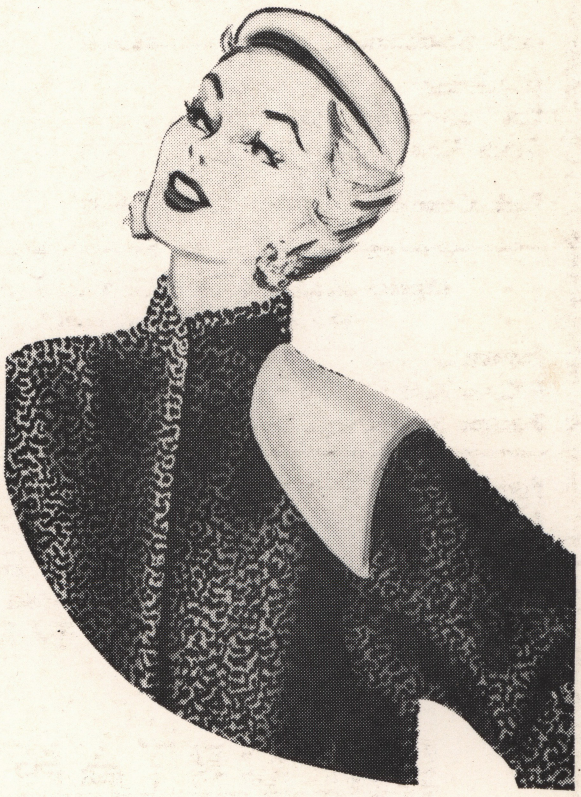

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